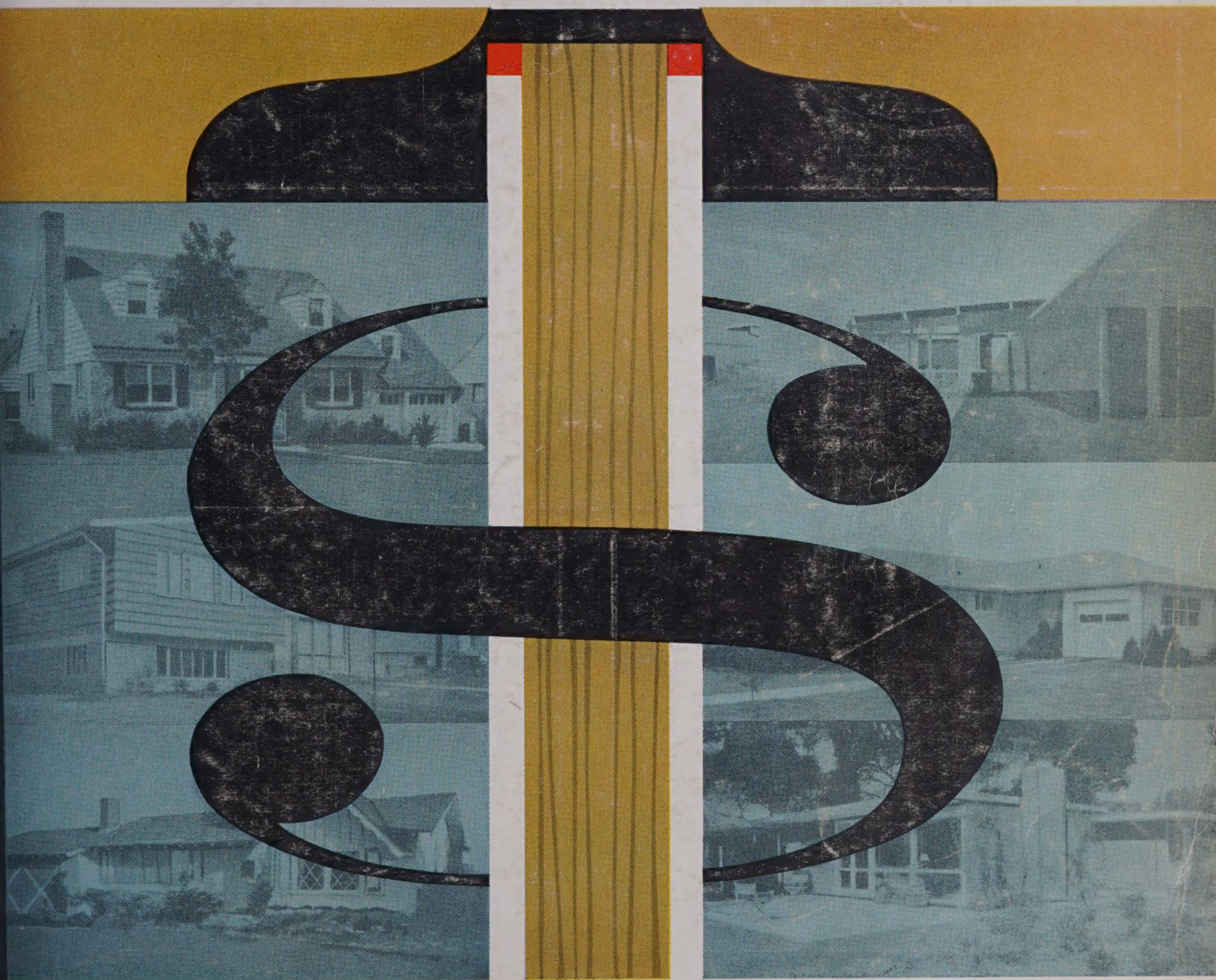


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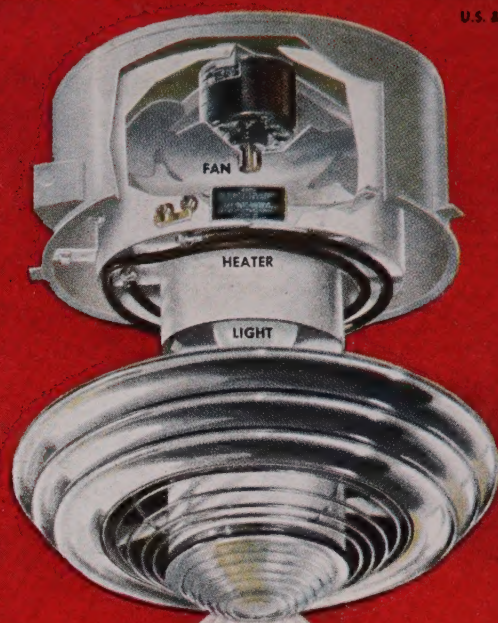
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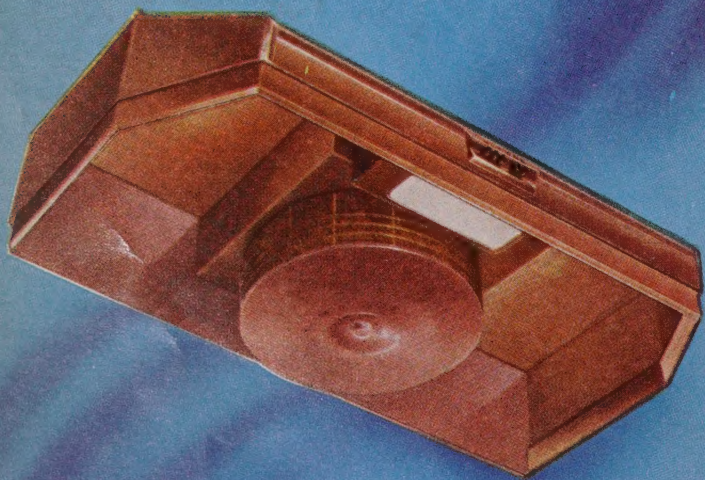
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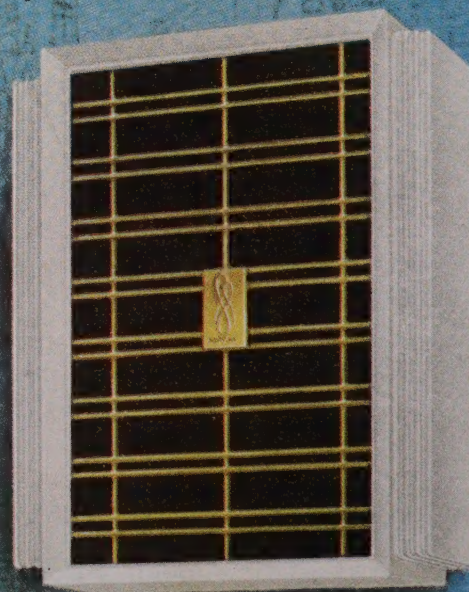
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ROUNDUP

Al Cole again reported on the way out

The administration is still looking for a successor for HHFA Administrator Albert M. Cole. Not that Cole wants to leave but only that he is not popular among the President's chief advisers. The job has been offered to Milford A. Vieser, vice president of the Mutual Benefit Life Insurance Co. and chairman of the housing and mortgage lending policy committee of the Life Insurance Assn. He turned it down despite strong pressure from Presidential Assistant Sherman Adams. Other published reports have Cole stepping out in favor of FHA Commissioner Norman Mason. Charles Sigety, Mason's deputy, would move into the top FHA job.

Why the new FHA setup won't help housing much

Demand for money has pushed the general level of interest rates up so fast that FHA's new 5¼% rate cannot be expected to bring out enough loan funds to produce any quick spurt in housing starts.

Discount controls will dry up almost all VA lending promptly. Mutual savings banks which have been big buyers of out-of-state VA loans will not shift their lending to FHA. They don't like the foreclosure payoff in debentures. Even so, with Fanny May's help, the 5¼ rate may be enough to let FHA take over this slice of the market. But experts see little chance of any general easing in interest rates soon. There is too much corporate and municipal financing.

Lower down payments will help builders with unsold homes, but discount controls will hamper new deals, especially in small towns. So the new FHA setup seems destined to leave home building at about its present pace. (See p. 40 for more details.)

One sign the administration knows its discount ceilings will not work everywhere: FHA officials let word leak out at mid-month that the discount limit on Capehart mortgages will be boosted from 1½ to 4 points.

Congress gets bill to OK insured 90% conventional loans

Sen. John J. Sparkman (D, Ala.) has introduced a bill to authorize the US Savings & Loan League's proposal for insuring 90% conventional loans—at half the FHA premium. The chairman of the Senate's housing subcommittee gives the plan only lukewarm endorsement, however. He says the "basic idea merits careful consideration" but stresses he isn't "committed to this particular proposal." But introduction of the legislation during the closing days of the 1957 Congressional session means S&L men have a better chance to rally enough support to get the plan adopted next year. Sparkman says he's also "very much interested" in a suggestion by the rival National S&L League: set up an agency to issue debentures to tap the huge investment pool in pension and trust funds.

NAHB locals fight proposed new FHA standards

IN BRIEF: Staffers of the House veterans affairs committee say they have heard not a single complaint from a veteran that he cannot get a VA home loan. . . . Some city planners protest that the new federal highway program will do more to reshape cities and suburbs than all the city and metropolitan planning of the last decade—and without giving planners anything to say about it. . . . Washington home builders are having fits because the owner of a 608 apartment wants to sell it for public housing. . . . As expected, some NAHB locals are fighting any new FHA minimum property standards that will make builders spend money to make their houses better. One local complains they would create more red tape, "add new pressures to costs" and require too much paper work for small volume builders. . . . The House housing subcommittee (Rep. Albert Rains, chairman) is planning a series of hearings on community facilities problems, starting in Miami in early October, in the middle of the hurricane season.

Urban renewal allocations pegged at \$250 million

Slum-stricken US cities will get \$250 million in urban renewal grants in fiscal 1958. The sum represents a victory for HHFA Boss Albert Cole and US mayors over the Treasury and Budget Bureau, who wanted the White House to bottle up more of the \$350 million authorized by Congress. So far, 264 localities have taken advantage of renewal and redevelopment handouts from the government. Biggest participants: New York, Washington, D.C., Chicago and Philadelphia.

NEWS continued on p. 40

THIS MONTH'S NEWS

(index to the top stories)

Housing policy: administration cuts FHA down payments, boosts interest rate and imposes discount controls p. 40

VA direct loans voted extension by both Senate and House but interest rate stays put p. 41

FHA windfalls: Justice Dept. says government has collected \$20 million in refunds p. 41

Segregation: mob stones home of first Negro buyer in Levittown, Pa.; police arrest seven p. 45

Mortgage market: Fanny May price cuts depress market for FHAs and VAs despite new 5¼ rate . . . p. 49

Local markets: giant builders make a comeback in Florida; reports on eight other areas p. 53

Marketing: builders, producers to discuss how to sell more houses (and materials) p. 61

Labor: cement strike ends just as it starts to pinch building . . . p. 63

Prefabbers: marketing components becomes a trend p. 63

People: Warren Vinton ousted as ass't public housing commissioner . p. 65

Statistics and indexes:

Mortgage quotations . . . p. 52

FHA, VA applications . . . p. 56

Housing starts p. 56

Materials prices p. 61

Boeckh housing costs . . . p. 61



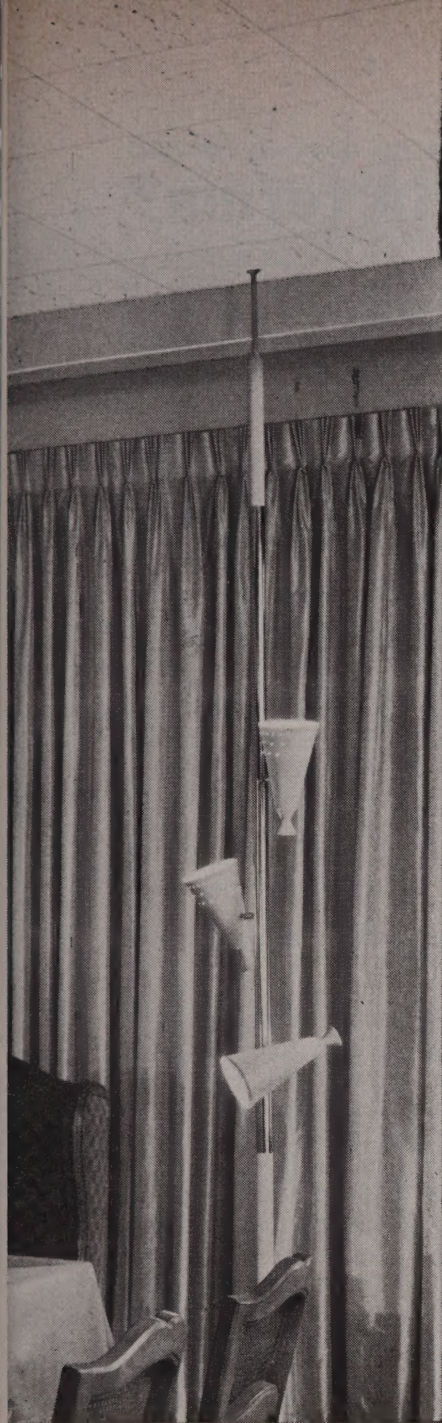
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Cushiontone brings new beauty to ceilings. Your prospects will recognize the extra value of an Armstrong Ceiling when they see it installed in your houses. Find out how beauty, peace, and quiet can help close the sale in your next model home.

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HOUSING POLICY:

Will discount control nullify easier FHA terms?

Builders in small towns complain rules will stymie, not stimulate

Net effect of all the new moves to help housing through FHA probably will be small.

The President finally decided to let FHA go the limit set by the new Housing Act and cut its down payments as much as 50% on medium-priced homes. He let FHA raise its interest ceiling for most loans from 5 to 5½%. Reluctantly—Eisenhower had warned such schemes do not work—FHA imposed mortgage discount controls as the law requires. So did VA.

How will the changes affect new building?

Lower down payments—long demanded by builders—will make it easier to sell homes, especially in the \$12,000 to \$16,000 bracket. Some experts predict many builders will move out of the \$17,000 price range toward \$14,000 where they can get the most benefit from the new terms just as HHF Administrator Cole says he intends. Says Big Builder William J. Levitt: "The new terms have come in the nick of time to pull homebuilding out of its nosedive."

Higher interest rates will bring out little more mortgage money. It is the old story, lenders chorus. FHA moved too little and too late. The general level of interest rates has soared almost perpendicularly in the last two months. The most that can be expected from 5½ FHAs is that they will keep FHA at its present level.

Discount controls (see table, p. 52) may block the flow of mortgage money to many areas, rendering the other steps to help housing almost useless.

Small towns where discounts normally run higher than in nearby metropolitan areas, will be hard hit. Builders in Columbus, Ohio, for instance, figure the discount limits means FHA's new terms will stymie, not stimulate, housing. In general the discount ceilings run 1½ to 2 points above market prices. Some sharp-eyed builders think they detect a loophole in the price-fixing, however.* A directive signed by FHA Commissioner Norman Mason authorizes local FHA directors to approve "fees and charges" above the discount ceilings for

* Other price fixings: 1) a 6% ceiling on construction loans (required by Congress); 2) all mortgages in process, if financed at the new 5½ rate as they may be, become subject to discount control.

standby commitments and certain other types of deals. The big hitch is that every deal must be approved in advance by the local FHA brass. Obviously, some offices will be easy, some won't. Any way you look at it, the discount controls are an invitation to evasion and skullduggery.

Cries Executive Vice President Frank Flynn of National Homes Acceptance Corp.: "Congress is guilty of deceiving the home buyer. They have claimed they are protecting him by discount control. In fact they are making it impossible for him to buy a home in many places."

Discount limits set by VA—2 to 3½ points above Fanny May's new purchase prices—mean VA is deliberately killing its home loan program.

Normally, old government programs never die. Suicide is an unheard of thing for a bureaucracy. One explanation for VA's hari kari, say Washington observers, is that top VA brass is fed up with policing the program. Even at this late date, the House veterans committee has been gathering evidence pointing at wholesale gyp activities by some builders in New Jersey, coupled with indifference or even collusion by VA field men.

Reaction to the administration's action followed expectable political lines.

Democrats in Congress, many of whom seem wedded to the silly notion that mortgage money can be made to cost anything they legislate, wailed that the administration had "played into the hands of money lenders." Their aim, apparently, was to make such a noise that the Republican leadership in Congress would not dare try to boost the VA rate (as it didn't).

Home builders piously explained that the new terms were not inflationary. Retorted Chicago's Morton Bodfish, chairman of First Federal S&L: "The prospective home buyer ultimately will not benefit because it [the FHA action] tends to increase inflationary pressures, raises the cost of home ownership, reduces the incentive for builders to cut the cost of home construction . . ."

At least, the new setup should help builders clean up unsold overhangs now. It could let home building make a comeback next year—if mortgage money eases. As Past NAHB President Earl W. Smith told a Sacramento audience: "I wish I could stand up here and be optimistic, but our problems have not been solved by the new FHA terms."

Editorial comment in the nation's press on the new FHA setup—a ¼% boost in interest, lower down payments and discount controls—was generally mild. Typical was the *Washington Post's*: "A balance must be struck between curtailment of inflation and the provision of adequate housing. . . . In the recent past the scales have been tipped against the housing industry." The *New York Times* assailed lower down payments as "benzedrine at a time when the state of the economy calls for a tranquillizer." The *Los Angeles Times* took a cynical tack: "All we know from experience is that government economic manipulations rarely do only what they are intended to do; they either do more or less."

A few cartoonists got into the act—mostly while the administration pondered whether or not to cut FHA down payments. Their verdict: cut them (see cartoons, right).

Well, Go Ahead—Throw It!



Carl Bonelli—Oregon Journal

'On the Other Hand . . .'



AFL-CIO News

Senate passes up chance to hike VA interest rate

You're wasting your time if you're waiting for some early miracle to save the VA housing program.

With two exceptions, it is dead until such time as 1) money eases up so much that 4½% interest is again attractive to investors or 2) discount controls are removed. The two exceptions:

1. Lenders will continue to finance VA houses in New England—but only locally.

2. Direct government lending will feed the program a trickle of money in non-metropolitan areas.

The Senate passed a House-approved direct lending bill early in August. To the end, some builders thought someone would attach an amendment increasing the interest rate. But no such try was made. The Senate did make two changes in the House measure authored by Rep. Olin Teague (D, Tex.). It cut the direct lending authorization from \$200 million to \$50 million (added to \$120 million left from previous appropriations). It voted to extend the whole VA program for World War 2 veterans another year beyond its present expiration—to July 25, 1959.

The House accepted the extension, but reinserted the higher authorization. If the House prevails there are hints of a Presidential veto.

The direct lending bill also raises the loan limit from \$10,000 to \$13,500 and, for the first time, authorizes VA to make advance commitments to builders.

PHA ready to cancel long-delayed projects

The Public Housing Administration is ready to back out on some agreements to subsidize projects.

Reason: some local housing authorities are taking too long to get projects started. There is a backlog of nearly 90,000 units authorized but not started. Some were put under contract four years ago.

Though PHA must subsidize projects once they are completed, it has the right in participation contracts to rescind deals if a local authority has not made a serious effort to get the site and complete construction.

If any deal is rescinded the units involved are lost to the program—they cannot be transferred to another city.

PHA has taken a tolerant attitude toward cities with difficult site problems. And the agency will apparently continue to allow these cities more time. In cases where PHA officials believe there has been an unjustifiable delay, the agency expects first to cut off spending of development funds made available in preliminary loans.

House committee raps cost of military housing

High Capehart housing costs are again under fire in Congress.

Main complaint: the military services treat the \$16,500 per unit average maximum as a minimum as well. A staff report to the House appropriations committee charges: "... The services will spend every dollar they can ... [to] get the most house possible under the limitations, even in low cost areas." As a result, says the report, the services are building much better housing in low cost areas than in high cost areas.

Pentagon officials reported that average cost per unit so far has been \$15,200. They suggested that the \$16,500 limit be made an average for the country instead of an average for each project. Thus better houses could be built in high cost areas but costs could be cut in low cost areas, they argue.

Appropriations committee members complained bitterly over exemptions made from the general rule against air conditioning—particularly, 16 exemptions by the Air Force. Cried Rep. Jamie L. Whitten (D, Miss.): "This is a major policy decision which should have the attention of Congress."

FHA takes the lead in cutting closing costs

FHA is doing something about its own share of high closing costs. Now:

1. FHA will no longer exact the first 13 months' premium in advance (more than \$50 on a \$10,000 loan). Instead, it will collect one month's premium (\$5 on a \$10,000 loan).

2. FHA will write mortgages in \$50 increments up to \$15,000 instead of switching to \$100 increments at \$10,000. For example, on a \$15,000 home eligible for a \$14,450 loan under the new terms a buyer can actually get a \$14,450 loan instead of a \$14,400 loan with the other \$50 added to the cash that must be paid at closing.

Budget cuts force FHA to fire 200 employees

Congress has swung its economy axe gently on housing programs.

FHA has fired 200 of its 4,600 field employees because legislators sliced its field budget \$1,200,000. But these are the only reductions in work force imposed by congressional budget-paring.

FHA is relatively calm about the cuts. Its workload has been below expectations because of tight mortgage money. If starts pick up the agency may have to go back to Congress next year for a deficiency appropriation. Last time that happened, in 1956, Congress raised a row about it. To sidestep this, FHA would consult members of the House and Senate appropriations committees first if a spurt in applications makes it necessary to hire more people.

Government agencies that keep track of building statistics—such as these are—will get all they asked. That means the Bureau of Labor Statistics will have \$380,000 for residential starts and federal public works, the same as last fiscal year. The Commerce Dept.'s construction branch again will get \$150,000 for its reports on industrial and commercial private construction and state and local public works. This money comes under Commerce's business and defense services division, which did suffer a budget cut. It asked Congress for \$3,150,000, got only \$2,167,000. But administration officials say none of the cut will come out of construction.

The box score on other appropriations:

ITEM	ASKED	VOTED
FHA headquarters	\$7,400,000	\$7,260,000
HHFA administrator*	7,925,000	6,930,000
College dormitory loans ..	1,700,000	1,377,000
Public facility loans	490,000	400,000
Liquidating programs ...	210,000	120,000
Public housing (adm.) ...	13,300,000	11,440,000
Public housing (temporary unit disposal)	1,300,000	600,000
FNMA	5,250,000	4,750,000

* Includes Urban Renewal Administration

\$20 million in windfalls recaptured by government

The government's fight to make 608 builders pay back windfall profits is proving no contest. The builders have yet to win a point in court.

The Justice Department has been handling 32 of the most difficult and biggest windfall cases involving \$21 million. It has won three, is now confident it will wrap up the other 29 quickly. FHA has negotiated about 500 settlements, totaling about \$20 million. It is negotiating 100 cases, and is not through investigating all the original 7,000 Sec. 608 loans.

Key to the Justice Dept. optimism is its recent victory in the case of Beverley Manor, 1,342 unit project in Columbus, Ohio. Stockholders fought the government's demand that they repay dividends received from the excess of the mortgage over cost of the project. Two lower courts ruled the dividends a charter violation. The Supreme Court refused to review the case. Federal Judge Albert V. Bryan of Alexandria, Va. promptly granted a government motion ordering the sponsors to repay \$762,654. It was the first time the government won a court order requiring windfall repayment—setting a legal precedent which seems to end any hope other builders had of keeping their windfall profits.

The Justice Dept. says it will use the precedent to demand repayment of \$2,084,823 in windfalls from the sponsors of the 2,200 unit Shirley-Duke project in Alexandria.

In most cases the government has ordered the windfall repayment applied to the mortgage. In the Beverley Manor case, however, the money is simply to be returned to the corporation.

Stockholders in the Beverley Manor Corp. are Don A. Loftus, Jack F. Chrysler, W. R. Robinson and W. R. Robinson Jr., Helen C. Robinson, Flossie R. Davis for the estate of Harry C. Davis, Don E. Ryan and representatives of the estate of Cyril L. Ryan.

The Beverley Manor settlement was followed by the biggest of them all. Five builders of the 2,596-unit Farragut Gardens in Brooklyn agreed to return \$2 million of a \$3,158,000 windfall to the Farragut Gardens Corp. The builders are Alexander Hirsch, Henry Hirsch, Martin Benedek, Louis Benedek and Boris Kavy, all of Brooklyn.

The government has also accepted an offer from sponsors of the Clifton Park project in Wilmington, Del. for return of \$400,000 of an alleged \$550,000 windfall. Among the sponsors: Pierre S. Dupont III and Nicholas Dupont.

FHA sets up technical test program for field personnel

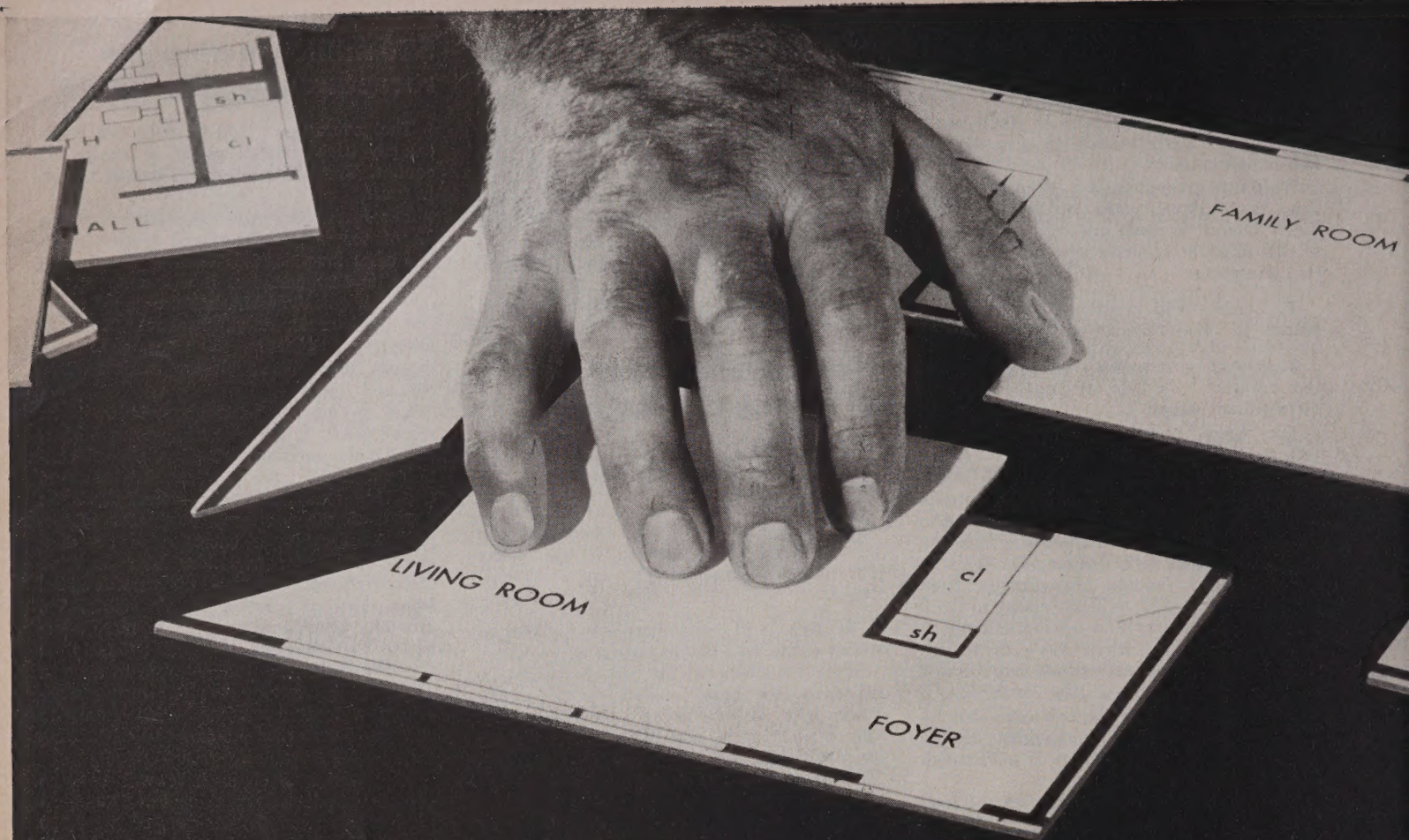
FHA has acted to improve the calibre of its technical men in the field.

A new test program to establish a list of eligibles for promotion and for hiring has been prepared in cooperation with the Civil Service Commission. First examinations—to check validity of the tests—will be given to key personnel this month.

Tests have been written for chief underwriters, appraisers, construction representatives, construction examiners, architects, construction cost examiners, land planners, engineers and loan examiners.

Separate tests have been prepared for technical knowledge and for supervisory judgment. In addition, a qualification evaluation report, completed by a candidate's supervisor, will govern choosing men for promotion.

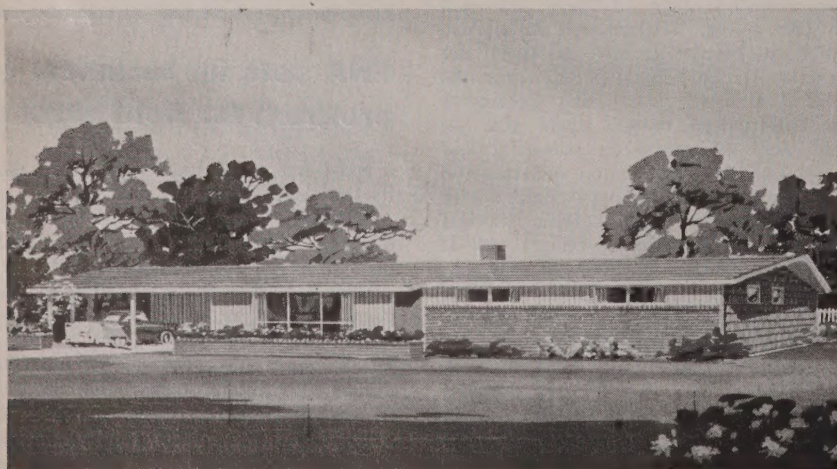
NEWS continued on p. 45



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DEMONSTRATORS SURROUND VISITING EX-NEIGHBOR OF LEVITTOWN'S NEGRO BUYER

SEGREGATION:

Mobs stone home of first Negro buyer in Levittown, Pa.; cops arrest seven

Mob violence erupted last month when the first Negro family moved into Levittown, Pa.

Their \$11,000 house was stoned, breaking two windows. Police reinforced by sheriff's deputies arrested seven persons—four adults and three boys. They were charged with disorderly conduct.

On two successive nights, crowds as big as 200 persons milled in front of the Negro-owned house even though on the second night police barred autos of non-residents from entering the Dogwood Hollow section of Levittown.

Sold by original owner

William E. Myers Jr., an \$80-a-week equipment tester for a Trenton, N.J. refrigeration firm, made final settlement on his four-bedroom one-story Levittowner model at 43 Deepgreen Lane on Saturday, Aug. 10. He bought from Irving J. Mandel, who paid \$500 down for the \$11,500 house in 1953. Mandel had moved to Philadelphia in 1955 and rented it. Early this year, he decided to sell, but was unable to get his \$13,500 asking price. Eventually, he sold it direct to Myers for just over \$11,000. Myers took over the \$9,300 balance at Bowery Savings Bank on Mandel's \$11,000 GI mortgage.

On Sunday, Aug. 11, Myers, his wife, Daisy, and their three children, William III, 4, Stephen, 3, and Linda, 1 month, began moving in. They got the last of their furniture in the next day.

On Tuesday afternoon, people began gathering in front of the Myers house. There were hoots and whistles, but the Myers children playing in the yard were not bothered. The crowd—up to now mostly adults—grew despite police efforts to disperse it. At 8:30 p.m., the Myers family left. They returned to their old home in adjacent Bloomsdale Gardens, an "integrated" development that is 90% Negro. Myers said his Levittown house needed plumbing and other repairs before he moved in to stay.

By 11:30 p.m., teenagers swelled the crowd to over 200. The younger set moved, for the first time, onto the pavement in front of the Myers house. At 11:50, someone threw a

stone at the house. Then more stones were thrown. Two went through the front picture windows.

Six police cars arrived, bearing 15 cops armed with clubs and tear gas guns. They ordered the crowd to disperse. There was no rioting, but the crowd broke up reluctantly. Five people—a man and his wife and three unrelated boys, aged 14 to 17, were arrested.

At 4:15 p.m. Wednesday, two Bristol Township policemen were stationed at each of the three roads leading into Dogwood Hollow. They stopped every auto trying to enter, inspected the driver's license to see if he lived there. If he didn't, he had to give a good reason to get in.

One woman bystander was arrested for disorderly conduct when she jeered a cop. But up to 6 p.m., there were only about a dozen bystanders. The police detail left at 7 p.m. The street then became a steady stream of cars, many circling the block.

'This is why I moved'

By 7:35, when the Myers family drove off in its 1957 Mercury hardtop convertible, the crowd had swelled to about 100. It continued to grow. Soon 20 police and sheriff's deputies arrived. They moved the mob back from the vicinity of the house, but it kept surging back. One man was arrested for disorderly conduct. The crowd was loud in its comments. Samples:

• "We spent a lot of money in our homes. Now, they'll be worth nothing."

• "This is why I moved out of Philadelphia."

• "I won't buy from a salesman who comes through here and sells to them."

"I'm sure they're a nice family," one woman said. "Whoever persuaded them to move here naturally picked a model family. It's the Negroes that will follow that worry me."

People came and went. Late in the evening, the crowd was up to 200 again. Another rock was thrown—by a teenager. Adults called out for a stop to it.

In Philadelphia, the Society of Friends

(which Myers says he contacted before moving into Levittown) issued a statement deploring the "unfortunate action." A spokesman for Builder Bill Levitt said the company would not enter the affair in any way. Myers said he had no financial help from the NAACP (or anyone else) in buying the house. (The NAACP in 1955 sued Levitt, FHA and VA officials on charges he was unconstitutionally refusing to sell his Levittown homes to Negroes. A federal judge dismissed the case for lack of jurisdiction; less than \$3,000 was involved, he held.)

At mid-month, Myers said: "We'll be good neighbors, and I know, or at least hope, that those around us will be the same. We are church-going, respectable people. We just want a nice neighborhood to raise our family and enjoy life."

But Levittown seemed in a mood of sullen antagonism. Residents scheduled more protest meetings. So far, it was a war of nerves.

Acre zoning restriction upset in Pennsylvania

The Pennsylvania Supreme Court has just declared acre zoning with 150' minimum frontage unconstitutional. The decision throws a big monkey wrench into communities' reliance on zoning to keep home builders out and home building down.

Said the court:

"An owner of land may constitutionally make his property as large and as private or secluded or exclusive as he desires and his purse can afford.

"He may, for example, purchase sufficient neighboring land to protect and preserve the privacy, the quiet peaceful atmosphere and the tone and character of the community which existed when he moved there.

"But government, as such, or through any of its local agencies, possesses no such right. It cannot constitutionally restrict or burden or use land except under a legitimate exercise of police power.

"A zoning ordinance in a residential district which makes it financially impossible for the vast majority of our young married couples and for people of medium incomes to purchase or own a home in that district is contrary to our nation's ideals of liberty, private opportunity, and, depending upon the facts in each case, may be arbitrary, unreasonable and discriminatory. Where the zoning ordinance is not reasonable for the residential district involved, or is not reasonable and clearly necessary for the health, safety or morals of that community, it is unconstitutional."

Census reports big gain in household formations

Net new household formation is now running 200,000 a year faster than housing starts.

It is running faster than in any year since 1951. It is running 300,000 higher than in any year since 1953.

So says the Census Bureau—admitting, however, that the big increase over last year may reflect some big error in sampling.

Here are the Census estimates for the past seven years:

	Non-farm Households	Annual Increase
April 1951	38,587,000	1,308,000
April 1952	39,554,000	967,000
April 1953	40,503,000	949,000
April 1954	41,399,000	896,000
April 1955	42,243,000	844,000
March 1956	43,136,000	893,000
March 1957	44,325,000	1,189,000

NEWS continued on p. 49

CRANE

NOW—a Builder sales program specially

The image displays a variety of promotional materials for Crane's builder sales program. At the top left is a large box with the 'CRANE' logo and an illustration of a man in a suit. Below it is a booklet titled '66 Ideas' with a cartoon character. To the right is a booklet titled 'CRANE'S Co-op Advertising Plan' featuring a cartoon character holding a dollar bill. Below these are several smaller items: a booklet titled 'Selling Folders', a booklet titled 'Newspaper Ad Mats', a booklet titled 'Publicity Releases', and a booklet titled 'Sunnyday Boiler Guarantee Certificates'. Each item is numbered 1 through 8, corresponding to the list on the left.

- 1** 66 Ideas Booklet offers handy source of profitable merchandising ideas.
- 2** Co-op Advertising Plan pays as much as 50% of the cost of newspaper ads.
- 3** Big Model Home Signs can help you flag down passing prospects.
- 4** "Silent Salesmen" Signs point out value of all Crane equipment in-model home.
- 5** Selling Folders point out quality features of Crane equipment.
- 6** Newspaper Ad Mats make it easy to advertise Crane equipment in your ads.
- 7** Publicity Releases help you get bigger share of homes' news.
- 8** Sunnyday Boiler Guarantee Certificates give your prospects 20-year guarantee in writing.

MORTGAGE MARKET:

Housing will get no additional money despite increase in FHA interest rate

The mortgage pinch will get worse, despite FHA's new $5\frac{1}{4}\%$ interest rate. Too little, too late, the new rate was obsolete within 10 days of its announcement. Here's how: commercial banks raised their prime rate from 4 to $4\frac{1}{2}\%$. Federal Reserve Banks raised their rediscount rate from 3 to $3\frac{1}{2}\%$. Both resulted from the Treasury's recent \$23 billion refunding (offered at 4%, highest rate since 1933) and the continued high level of capital demand by business.

With all interest rates moving upward—more than a puny $\frac{1}{4}\%$ —FHA mortgages with controlled prices remain a relatively poor investment. Says Mortgage Banker Bill Clarke of Philadelphia: "Lenders are getting all the investment opportunities they want yielding a net of $5\frac{1}{4}\%$. They see no reason to invest for less so they aren't putting any money into government insured mortgages."

And the lower down payments the industry worked so hard for will tighten the mortgage market more.

Easier terms will mean more sales. But more sales mean more demand for money. And there won't be any more money.

Builders may not get the full benefit of the lower down payments in many areas. Detroit's Stanley Earp, president of Citizens Mortgage Corp., predicts big lenders will still demand 10% equity. Morton Bodfish, chairman and president of Chicago's First Federal S&L, says he also will continue to require 10% down on any FHAs he buys.

Discount control will choke the flow of mortgage money into many areas.

FHA discounts, ranging from 1 to $2\frac{1}{2}$ points, are considered reasonable in most big metropolitan areas (except in the West). But they have been labeled "completely unrealistic" for most non-met areas. Mortgage bankers in Columbus, O. admit they don't expect to get any outside money at the two points allowed by FHA. Hector Hollister, vice president of Frederick W. Berens Inc. in Washington, explains: "We can get $5\frac{1}{4}\%$ money here at 98. But take a city like Norfolk. I don't think they'll get any outside money at only two points discount."

Fanny May, which the law says should be a secondary mortgage market, will again become the primary lender for FHA. Donald McGregor, executive vice president of T. J. Bettes in Houston predicts: "Fanny May will get 80% of all FHA loans." Jack Yates, vice president of Stockton, Whatley, Davin & Co., Jacksonville, expects to sell all his FHA paper to Fanny May except loans with a 10% or more equity. If this becomes a trend Fanny May's money should hold out about six months. By then, Congress will be in session again and could vote more.

Discount control has killed the VA program.

VA set a maximum 5 point discount on its $4\frac{1}{2}\%$ s, even though in New York City the best price for local VA paper has been 93. And that dipped to 92 when the FHA rate went up to $5\frac{1}{4}\%$. Prices for VA mortgages elsewhere have fluctuated on both sides of 90.

Fanny May's new prices give still more pointed evidence of how far above the market VA is trying to price-fix its mortgages.

The government agency will now pay 92 to 94 for $4\frac{1}{2}\%$ VA loans—1 to 3 points less than the minimum price the government proclaims is legal. The inference is clear: FNMA will not be buying VA paper at all.

Fanny May's new price schedule—announced simultaneously with FHA's interest rate boost—depressed mortgage prices sharply.

A $\frac{1}{4}\%$ more interest is roughly equal to 2 discount points. Instead of pricing FHA $5\frac{1}{4}\%$ s 2 points higher than FHA 5s, Fanny May cut prices on old FHA 5s by $1\frac{1}{2}$ points, priced the new $5\frac{1}{4}\%$ s only $\frac{1}{2}$ point above its old level for 5% loans. New prices: 96-98 on FHA 5s, 98-par for $5\frac{1}{4}\%$ s. One California builder had been offered 91 by an eastern bank for his VAs just before FNMA cut prices. Afterward, the offer dropped to 89. Mortgage men complain Fanny May's influence is now so strong it is making the mortgage market instead of following it as the law prescribes.

Loophole in discount rules OK's lower priced standbys

FHA left a loophole in its new discount rules which may bail out builders in many areas—if local FHA directors are willing.

In a letter to mortgagees explaining "highlights" of the new regulations, Commissioner Norman Mason wrote:

"... Also, the [local FHA] director may approve and permit, when justified, reasonable and customary fees [above discount limits] which are to be paid to an investor as a commitment fee or to a pledgee as a service fee. For new construction cases any charge, fee or discount not otherwise prescribed... including but not limited to a standby or take-out commitment, warehousing or other similar arrangements, may be allowed if the full details of the transaction are presented to the director prior to the issuance of a commitment and the charges are reasonable and customary."

Some California builders and mortgage men are already totalling up allowances and predicting the "real market" for FHA $5\frac{1}{4}\%$ s will be about 95, not the $97\frac{1}{2}$ floor imposed by discount control. Explanation: deals will now have to be "standbys" to produce enough yield to attract investors. Mortgage men predict FHA 5s (not subject to discount ceilings) will stabilize about 94, with standbys at 92-93. VA $4\frac{1}{2}\%$ s should sink to $89\frac{1}{2}$ -91, with standbys at 87-88.

MORTGAGE BRIEFS

Window coolers mortgagable

FHA has ended its outright ban against including window air conditioners in package mortgages.

Reason: FHA is finally convinced that it is illogical to allow inclusion of free standing kitchen appliances but exclude window coolers.

Though the ban against window units is now off at the national level, district FHA offices still have the option to approve or disapprove the units for package mortgages—just as they have power to classify other appliances as eligible or not.

Banks get more savings

Here is more bad news for the money starved housing industry:

Though the nation's savings for the first quarter of 1957 hit a post-war quarterly high, the money is not going into places where it will be invested in mortgages.

The Securities and Exchange Commission reports \$5.9 billion in new savings in the first quarter. The biggest gainers: commercial banks (because of the 3% interest rate many of them now offer), U.S. Government bonds (other than savings bonds), corporate bonds and stocks.

At the same time figures for Savings & Loans and Savings banks—covering the first half of 1957—show a reduced rate of savings. Savings in 6,000 S&Ls increased \$2.5 billion to about \$40 billion compared to a \$2.75 billion first half gain in 1956. The 525 mutual savings banks reported deposits up \$877 million compared to \$1 billion in first half 1956.

The real significance for the housing industry: commercial banks put only 10.4% of

cont'd on p. 58; NEWS cont'd on p. 52



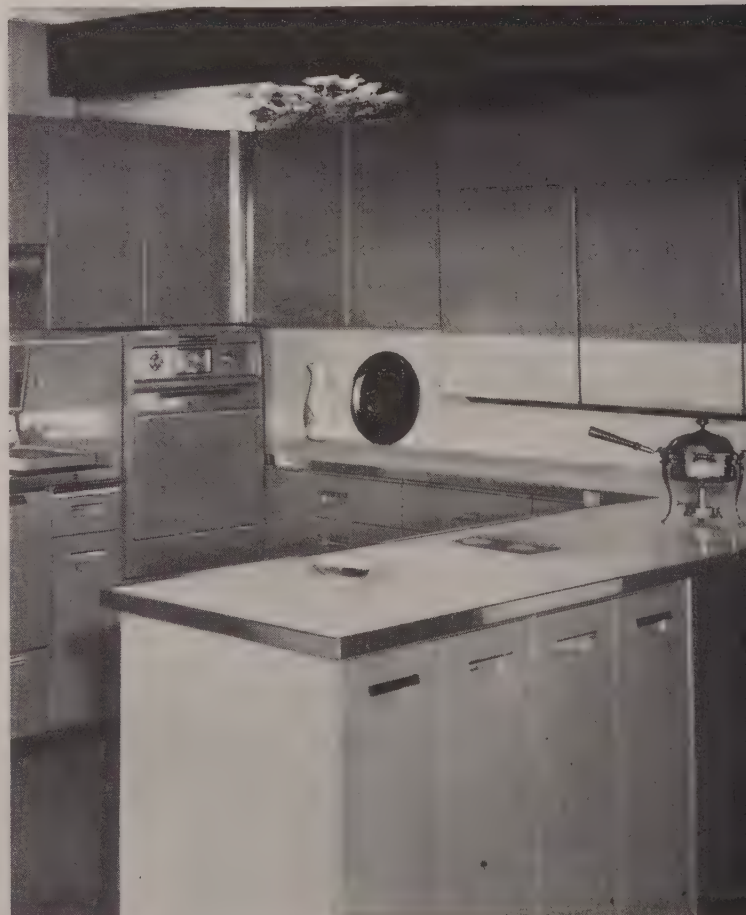
White Consoweld is used on the top of this bedroom vanity, with black plastic drawers. These built-ins were constructed on the job, and Consoweld 6 was applied with Consoweld contact adhesive.



Living room interior shows the spacious, light effect Zang achieves with his A-design. The sloping wall surfaces are V-grooved knotty pine. At far right, just visible, is the copper hood of a semicircular fireplace. There is no chimney—a blower provides draft.



Daring and interesting effects are achieved with solid black Consoweld on the vanities of the bathrooms in the Quincy house. Bedroom walls are pecky cypress sprayed black, then roller-finished in white to give the black-on-white effect.



A soft pastel green Consoweld is used on the counter tops in this unusual kitchen. In the adjoining hall are a telephone stand and planning center covered in solid black Consoweld, which gives a striking effect.



This unusual A-type design house was built in Ridgewood subdivision, Quincy, Ill., by Quincy Builders. Jack T. Zang is the designer and builder. Consoweld is used in bathrooms, kitchen, and planning center, and was selected by the builder for its beauty, durability, and salability. Consoweld is supplied by Building Specialties Company, Quincy, and Aetna Plywood & Veneer Company, Peoria, is the distributor.

Consoweld Laminated Plastic Gets Striking Effects in Kitchen, Bathrooms in House of Unusual Design

With the unusual A-shape design of this new house, Jack T. Zang, of Quincy Home Builders, selected Consoweld laminated plastic for surfacing the kitchen counter tops, vanities in the bathrooms, and for the built-in telephone stand and planning center in the hall. This is one of ten houses in the attractive subdivision in Quincy, Ill., and additional homes are planned for a 12-acre tract soon to be opened up. Prices range from \$20,000 to \$30,000.

Striking Effects With Consoweld

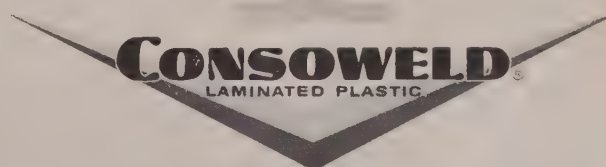
Black and white Consoweld are used in the bathroom vanities. The planning center off the kitchen is solid black. Soft pastel green Consoweld is used on kitchen counters. Consoweld was selected because of its beauty, durability and acceptance by the home buyer, according to Mr. Zang, builder, and Art Stipp, owner of Building Specialties Company, the dealer. Mr. Stipp finds that an important element in supplying builders is the excellent service he gets from Aetna Plywood & Veneer Co., Consoweld distributor in Peoria.

Consoweld A Great Asset In Home Sales

Its durability, convenience, and ease of installation make it desirable for the builder to use. The consumer-preference-tested colors and patterns make Consoweld most attractive to

home buyers. The fact that Consoweld is installed quickly and easily saves construction time, and makes it preferable to other wall and counter top materials.

Get complete information on Consoweld. For details and copy of architect-builder folder, mail the coupon.



MAIL THIS COUPON

HH-97

Consoweld Corp., Wisconsin Rapids, Wis.

Please send me architect-builder folder and complete information on Consoweld.

Name

Company

Address

City State

Please Check: ☐ Builder ☐ Architect ☐ Other

NEW FHA AND VA DISCOUNT LIMITS, NEW FANNY MAY PRICES—STATE BY STATE

STATE	DISCOUNT LIMITS		FNMA PURCHASE PRICES ⁴			STATE	DISCOUNT LIMITS		FNMA PURCHASE PRICES ⁴		
	VA ¹	FHA ^{2,3}	5¼ %	5%	4½ %		VA ¹	FHA ^{2,3}	5¼ %	5%	4½ %
Alabama	95½	98	98½	96½	92½	New Jersey	96½	98½	99	97	93
Arizona	94½	97½	98	96	92	New Mexico	94½	97½	98	96	92
Arkansas	95	98	98½	96½	92½	New York	97	99	99½	97½	93½
California	94½	98	98	96	92	North Carolina	95½	98	98½	96½	92½
Colorado	94½	97½	98	96	92	North Dakota	95½	98	98½	96½	92½
Connecticut	97	99	99½	97½	93½	Ohio	95½	98	98½	96½	92½
Delaware	96½	98½	99	97	93	Oklahoma	95	98	98	96	92
District of Columbia	96½	98½	99	97	93	Oregon	94½	98	98½	96½	92½
Florida	95½	98	98½	96½	92½	Pennsylvania	96½	98½	99	97	93
Georgia	95½	98	98½	96½	92½	Rhode Island	97	99	99½	97½	93½
Idaho	94½	97½	98	96	92	South Carolina	95½	98	98½	96½	92½
Illinois	95½	98	98½	96½	92½	South Dakota	95½	98	98½	96½	92½
Indiana	95½	98	98½	96½	92½	Tennessee	95½	98	98½	96½	92½
Iowa	95½	98	98½	96½	92½	Texas	95	98	98½	96½	92½
Kansas	95½	98	98	96	92	Utah	94½	97½	98	96	92
Kentucky	95½	98	98½	96½	92½	Vermont	96½	99	99½	97½	93½
Louisiana	95	98	98	96	92	Virginia	95½	98	98½	96½	92½
Maine	96½	99	99½	97½	93½	Washington	94½	98	98½	96½	92½
Maryland	96½	98½	99	97	93	West Virginia	95	98	98	96	92
Massachusetts	97	99	99½	97½	93½	Wisconsin	95½	98	98½	96½	92½
Michigan	95½	97½	98	96	92	Wyoming	94½	97½	98	96	92
Minnesota	95½	98	98½	96½	92½	Puerto Rico	94½	98	98½	96½	92½
Mississippi	95½	98	98½	96½	92½	Hawaii	94½	97½	98	96	92
Missouri	95½	98	98½	96½	92½	Virgin Islands	94½	97½	98	96	92
Montana	94½	97½	98	96	92						
Nebraska	95½	98	98½	96½	92½						
Nevada	94½	97½	98	96	92						
New Hampshire	96½	99	99½	97½	93½						

¹ Add ½% for loans with down payments of 10% or more.² Discount limits apply only to applications carrying new 5¼% interest rate.³ Subtract 2 points on Sec. 213 sales type.⁴ Add ½% for loans with down payments of 10% or more.

NEW YORK WHOLESALE MORTGAGE MARKET

Prices on the open wholesale market in New York City, for out-of-state loans, as reported the week ending Aug. 17 by Thomas P. Coogan, president, Housing Securities Inc.:

VA and FHA 4½s

(minimum down, 25 or 30 years)

Immediates: 89½-91

Futures: 89½-91

FHA 5s

(minimum down, 25 or 30 years)

Immediates: 93½-95

Futures: 93½-95

MORTGAGE MARKET QUOTATIONS

(Sale by originating mortgagee, who retains servicing.)

As reported to HOUSE & HOME the week ending Aug. 9.

FHA 5s (Sec. 203) (b)

City	Minimum down*- 30 year		Minimum down*- 25 year		25 year, 10% down	
	Imme- date	Future	Imme- date	Future	Imme- date	Future
Boston local	99-par	a	99-par	a	99-par	a
Out-of-State	95-95½	a	95-95½	a	95-95½	a
Chicago	a	a	a	a	a	a
Cleveland	a	a	a	a	a	a
Denver	97-98	a	97-98	a	97-98	a
Detroit	a	a	a	a	94½	a
Houston	a	a	93½	a	94½-95	a
Jacksonville	95-97	a	95-97	a	95-97	a
Newark	96-97	a	97-98	a	97-98	a
New York	97-98	a	97-98	a	97-98	a
Philadelphia	a	a	a	a	a	a
San Francisco	a	a	a	a	a	a
Wash, D. C.	98	a	98	a	98	a

* 5% down on first \$9,000; 25% of balance

VA 4½s

City	30 year, 2% down		25 year, 5% down		25 yr. 10% down or more	
	Imme- date	Future	Imme- date	Future	Imme- date	Future
Boston local	97-98	97	97-98	97	97-98	97
Out-of-State	91-91½	a	91-91½	a	91-91½	a
Chicago	a	a	a	a	a	a
Cleveland	a	a	a	a	a	a
Denver	92½-93½b	92½-93½b	94b	93b	94-95b	a
Detroit	90	a	90	a	90½	a
Houston	89-90	a	89-90	a	a	a
Jacksonville	90-92	a	90-92	a	90-92	a
Newark	a	a	a	a	a	a
New York	92	a	92	a	92	a
Philadelphia	a	a	a	a	a	a
San Francisco	a	a	a	a	a	a
Wash, D. C.	91½	a	91½	a	91½	a

SOURCES: Boston, Robert M. Morgan, vice pres., Boston Five Cents Savings Bank; Chicago, Maurice A. Pollak, exec. vice pres., Draper & Kramer, Inc.; Cleveland, David O'Neill, vice pres., Jay F. Zook Inc.; Denver, C. A. Bacon, vice pres., Mortgage Investments Co.; Detroit, Stanley M. Earp, pres., Citizens Mortgage Corp.; Houston, Donald McGregor, exec. vice pres., T. J. Bettes Co.; Jacksonville, John D. Yates, vice pres., Stockton, Whatley, Davin & Co.; Newark, Arthur G. Pulis Jr., pres., Franklin Capital Corp.; New York, John Halperin, pres., J. Halperin & Co.; Philadelphia, W. A. Clarke Sr., pres., W. A. Clarke Mortgage Co.; San Francisco, Raymond H. Lapin, pres., Bankers Mortgage Co. of California; Washington, D. C., Hector Hollister, vice pres., Frederick W. Berens, Inc.

NOTES: a—no activity, b—very limited market.

► Immediate covers loans for delivery up to 3 months; future covers loans for delivery in 3 to 12 months.

► Quotations refer to prices in metropolitan areas; discounts may run slightly higher in surrounding small towns or rural zones.

► Quotations refer to houses of typical average local quality with respect to design, location and construction.

NEWS continued on p. 53

LOCAL MARKETS: Booming Miami attracts big out-of-state builders

Are big builders washed up in Florida?

Three months ago the answer given by local authorities was yes. Nationwide publicity greeted a research report showing that all but two of Miami's bigger tract builders had trimmed their operations to pint size.

But the story has taken a different turn. Some old tract builders may be out of business or reduced to peanut size—but bigger builders have replaced them.

First it was the Mackle Co. (H&H, July) making plans for 25,000 houses a year. Now it's a swarm of big operators moving in from as far north as Boston and as far west as California. For example:

- Martin Cerel, Boston's biggest builder, and a big money syndicate are negotiating with the City of West Palm Beach to buy 3,895 acres (for \$4.4 million) for a new housing development. Other members of the Cerel syndicate: Lou Perini, Boston heavy contractor (and owner of the Milwaukee Braves), Joseph Mass, developer of the Palm Beach Towers, big new Palm Beach apartment project, Joe Campanelli, Boston home builder, and John C. Pappas, financier and importer.

- Lester Dworman of Brooklyn paid \$5 million for 1,600 acres of marginal lowlands 12 miles southwest of downtown Miami, has room for 4,400 houses. Deep canals have been dredged, draining into Biscayne Bay and eliminating the need for a vast amount of fill to raise elevation.

Houses on the Dworman land will be built by Tandy & Allen of Hillsdale, N. J. (Al Allen and Herbert Tandy). They will open eight models in mid-September, priced around \$20,000, all three bedroom-two baths. Dworman is putting in sewage and water systems to serve the tract.

- Heftler Construction Co. (Herbert Heftler) of Los Angeles has been brought into the development of Carol City—proposed 10,000 home tract started three years ago by Miami Builder Julius Gaines. Public Relations Counsel Carl Byoir and Industrialist Ralph Stoklin. This trio sold out two years ago to John MacArthur, wealthy Chicago insurance man, after completing 400 houses. MacArthur sold the land six months ago to Arthur Desser of Los Angeles but retained ownership of all utilities.

Heftler, who built homes in East Orange, N. J. before World War 2, is currently building in the 5,000-lot Mira Loma tract near San Bernadino.

- Emil and Lawrence Morton, big Long Island builders, have bought 500 acres north of Miami near the Florida turnpike. Their building plans are incomplete.

- Victor Posner, Baltimore builder, has bought 300 acres in the same vicinity but has no building plans—may subdivide only and sell lots to other builders.

- Martin Hitzig, who built in the Rockaway section of Long Island, is building in Cutler Ridge—3,500 lot tract 15 miles southwest of Miami.

- Prayer & Sons moved into the Miami market 18 months ago from Kansas City, has already completed 500 homes northwest of Miami, has bought 450 lots in Cutler Ridge.

There were 28,000 houses started in the Miami-Fort Lauderdale metropolitan area last year. Despite the shortage of mortgage money, starts there are up 1% this year.

The situation in other markets:

New York State: Shortages of cement and money slowed home building in New York sharply in July and early August. The Long Island Home Builders Institute reported the industry there was "virtually shut down." Just before FHA cut down-payments, State Housing Commissioner Joseph P. McMurray forecast "complete collapse" of home building unless the new terms were put in effect.

McMurray's six-month figures on starts and permits show a 29% drop from the first half of 1956. Only 26,467 private housing units were started or authorized in the whole state for the half-year. Only 4,535 private housing permits were reported for June, compared with 8,366 in June 1956. McMurray said it seems likely private starts in 1957 will hit a ten-year low: less than 70,000. (Public starts are off 82%, from 4,537 to 833.)

All areas of the state share the slump. Upstate, the six-month decline was from 28,967 to 19,681. Around New York City, starts fell from 12,938 to 7,619. Hardest hit is Suffolk County, previously Long Island's strongest market. Permits there totaled only 497 in June, 72% below June '56.

Midland, West Texas oil capital, is ahead of last year in starts. Bill Beck of Beck Construction Co., which builds in both Midland and Odessa, Tex. reports that 660 permits for the first five months of '57 indicate the town will get over 1,500 houses this year.

Philadelphia: Housing starts and sales in the Philadelphia area have slumped badly in all price brackets and in city and suburbs alike. They are down 40% for the first half of 1957 in five Pennsylvania counties and down 30% in three nearby New Jersey counties.

Joseph Singer, president of the Philadelphia HBA, sees little hope for improvement for the rest of the year. But he adds, "things won't get any worse. They're bound to get better." He reports sales are slowest in the \$13,000-16,000 bracket, best in the \$10,000-11,000 and \$18,000-and-up ranges.

Victor Schlesinger, vice president of Eastern Mortgage Service Co., says: "Most of the shortage demand has been satisfied, and the bulk of the sales now are to people who want to better themselves." Joseph Braceland, vice president of the Philadelphia Savings Fund Society, reports "the money situation is the tightest it's been in 25 years."

More optimistic is William E. Johnson, executive vice president of the Philadelphia HBA. "Even though the market is stagnant, a great many people want new houses and there's money around. He and Singer agree that split levels are selling best. No new designs have appeared, but expansion attic houses are making a comeback. Harry Smith, executive vice president, Home Builders League of South Jersey, reports sales there best in the \$15,000-16,000 range, poorest in high-price brackets.

Detroit: Metropolitan permits were down 27% the first half, says the Regional Planning Commission, down to 13,193 from last year's 18,192. The city itself held even with 1,404 new units and 247 conversions offset by 293 demolitions.

Hartford: "Home building is pretty darned slow," says Clayton Johnson, executive secretary of the Hartford Home Builders Assn. "We've had a big slow-up in the past month or so. Our builders tell me there's no demand. No one comes out on Sunday to look at houses any more. Fact is, only a dozen building permits were issued in the third week of July in all of Hartford county."

Houston: Apartment houses are filling up fast. A survey by the *Post* shows 93% occupancy over-all but 100% occupancy in most new luxury units. Apartment owners report a 10% to 15% gain in the past year, mostly in medium-rental units. Melvin Silverman, owner of 490 rental units, predicts a rental shortage

continued on p. 56

Milwaukee Journal



Two builders give Milwaukeeans rare chance to see concrete block houses

Concrete block houses, popular in the South and Southwest, are rare in the North. The first chance for most Milwaukeeans to judge them came in this year's Parade of Homes—and the two they saw won a pair of prizes from the Milwaukee Builders Assn.

Carl Heaviland's house (left) was designed by Architect Maynard W. Meyer for a local group of concrete block makers. The house at right was designed and built by MBA President Joseph J. Mollica. Its pre-stressed concrete plank roofing permits a 28' span

over the carport. Both houses are about 1,250 sq. ft. priced at about \$23,000.

Builders hoped the Parade would spark sales more than usual, for home building has fallen off badly. For the first six months, single-family permits are down 30%.

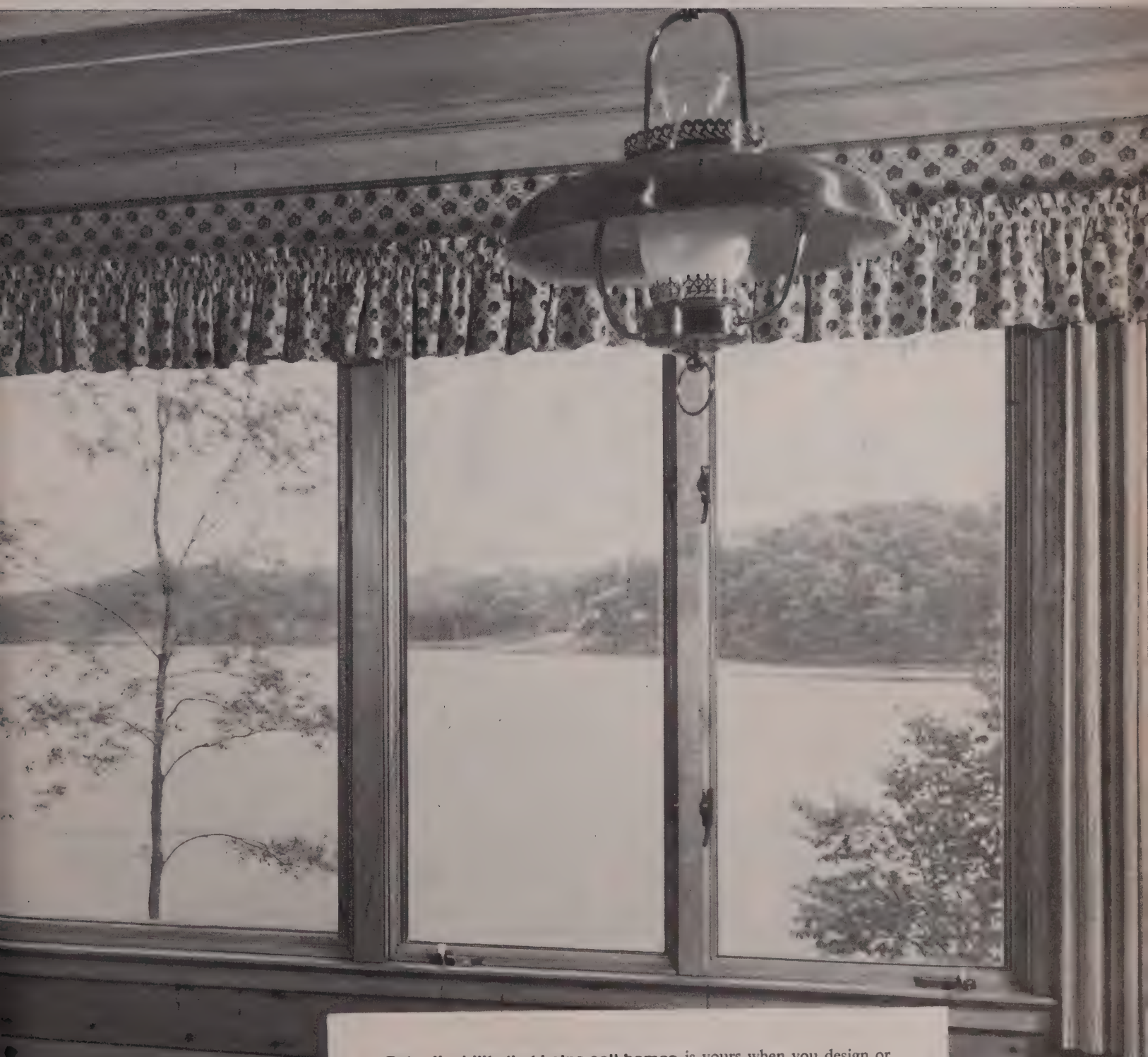
Natural window beauty helps you close sales

'Residence in Pontiac, Michigan; James Camp, designer



Andersen Windowalls

TRADEMARK OF ANDERSEN CORPORATION



Extra livability that helps sell homes is yours when you design or build with Andersen WINDOWALLS! The natural beauty of their wood construction catches the eye of discriminating clients . . . marks yours as a home of quality. And wood parts of each Andersen Window Unit are toxic treated for permanent protection against moisture, decay and termites.

If you design or build homes, look now into the sales-closing advantages of Andersen Wood Window Units. See your lumber and millwork dealer, Sweet's Light Construction Files—or write to Andersen. WINDOWALLS are quickly available anywhere, including Pacific Coast states.



ANDERSEN CORPORATION • BAYPORT, MINNESOTA

continued from p. 53



Ten-foot lengths of Permaline Fibre Pipe—pioneered by L-M—are light enough for easy handling. Fewer joints cut handling time, cut costs.

Here's How...

Long 10-Foot Lengths of Permaline Increase Sewer Installation Profits

L-M-pioneered 10-foot lengths of Permaline fibre pipe eliminate 50% of the number of joints to be made on a job, compared with 5-foot lengths of other pipe. Lightweight, easy to handle, it goes in fast. Joints are quickly made by simply tapping the tapered coupling onto the tapered end of the pipe. No cement, no calking—just drive it!

Longtime Protection

With Permaline fibre pipe you can rest assured that no roots or soil acids

and alkalis will cause damage. Permaline withstands harmful soil heaving caused by alternate freezing and thawing. It is vermin-, corrosion-, shock- and leakproof. Once installed, it's there to stay.

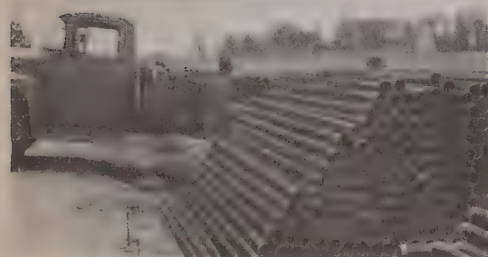
Full Line

Permaline comes in 5, 8, and 10-foot lengths. Available in diameters of 2, 3, 4, 5, 6, and 8 inches. Perforated type for septic-tank beds, land drainage, and footing drains is also available. Full line of couplings, fittings, adapters to other pipe.

Get complete information. Mail the coupon or ask your plumbing distributor to get in touch with us.

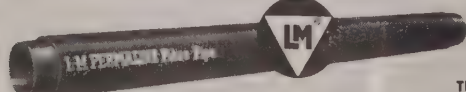
Permaline is easy to handle and store. Won't crack or break in hauling.

315-A



L-M PERMALINE

BITUMINOUS FIBRE PIPE for better sewers and drains



This seal is your guarantee of recognized quality in Bituminous Fibre Pipe.

LINE MATERIAL INDUSTRIES • McGraw-Edison Company

LINE MATERIAL INDUSTRIES, Milwaukee 1, Wisconsin

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Send me free Bulletin with complete information on Permaline Pipe.

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Company _____

Address _____

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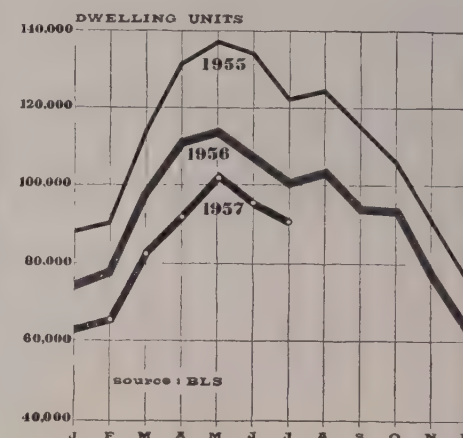
Type of business, please _____

within two years. "Tight money is keeping new apartment projects from being built, just as it is cutting down on the surplus supply of homes."

Lincoln, Neb. (pop. 128,000) will see about 650 houses this year, says James Strauss of Strauss Bros., one of the biggest local builders. Last year Lincoln got 2,000 new houses. "Actually," says Strauss, "the town could easily take 1,000 to 1,200 new homes but bad weather and poor financing are holding back building."

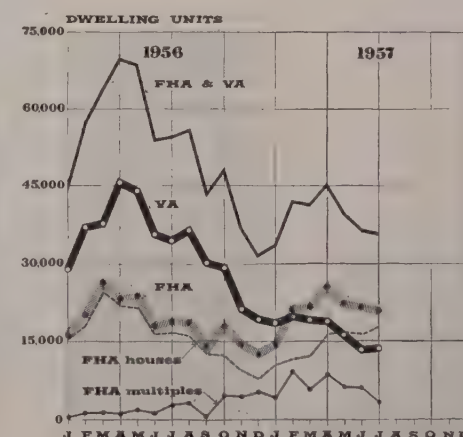
Chicago: First half permits were off 27%, Bell Savings & Loan Assn. reports. Permits totaled 15,662—3,046 in Chicago, 9,584 in suburban towns and 3,032 in unincorporated areas.

NEWS continued on p. 58



Housing starts in July totaled 96,000 (90,200 private and 5,800 public), a small drop from June's 97,000 (92,000 private and 5,000 public). Biggest decline was in the West, where strikes cut building. Seasonally adjusted annual rate for July remained at 980,000, same as in June.

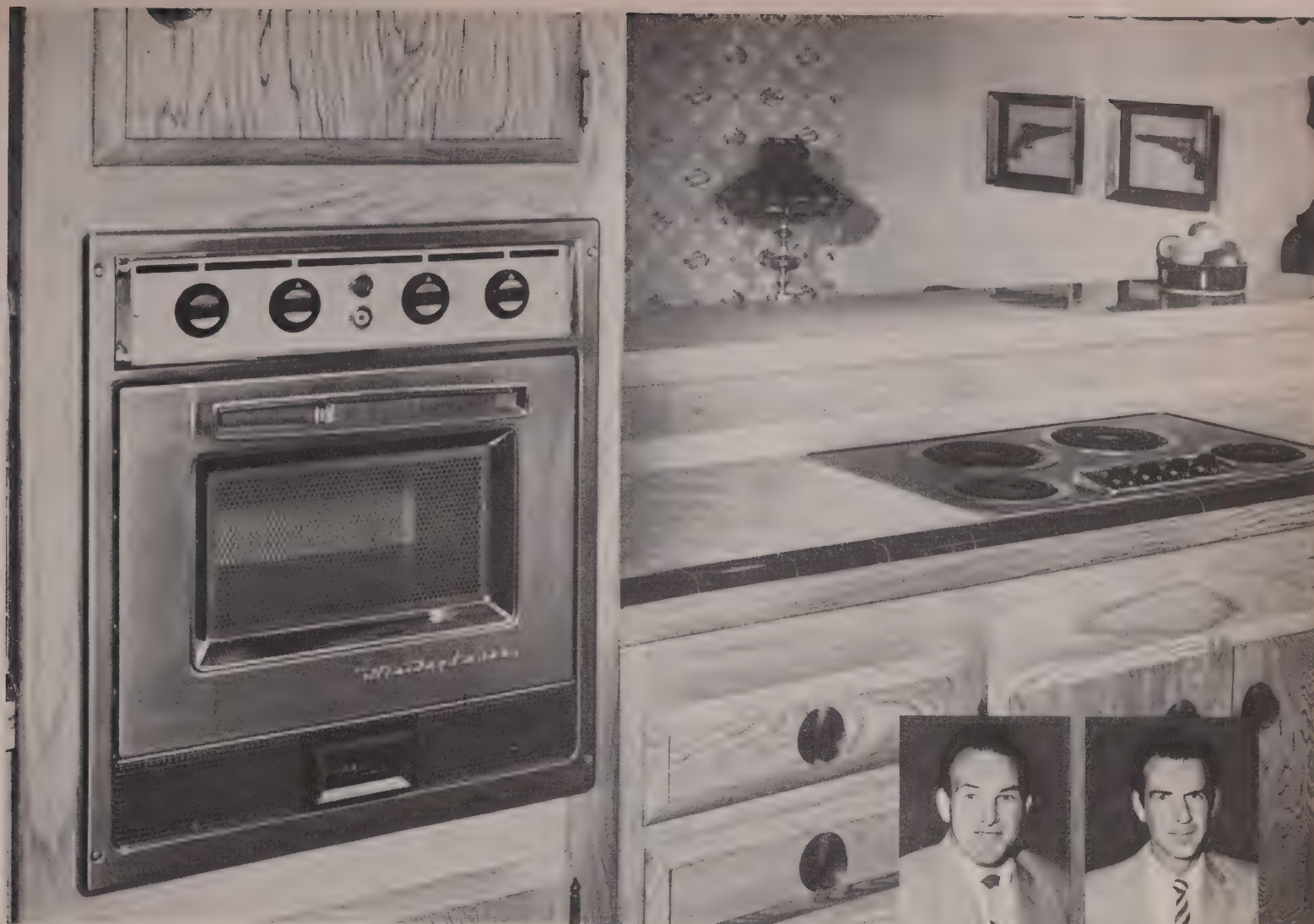
Starts for the first seven months of 1957 were 576,000—off 15% from 1956 and nearly 30% from 1955.



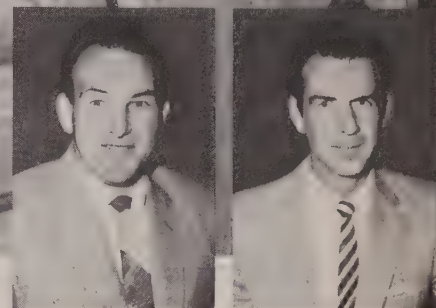
FHA and VA applications: FHA applications are beginning to pick up, but not as fast as VA appraisal requests are falling. The figures suggest the combined total of FHA and VA starts will drop still more.

FHA applications for new housing totaled 21,933 units in July (18,387 for homes, 3,546 for multi-unit projects). Home applications were up 10.6% from June and 8.9% from July 1956. But for the first seven months of this year, FHA applications are off 4%, thanks to their spring slump.

VA appraisal requests on new units reached 14,008 in July—up 2% from June but off 59% from a year earlier. For the first seven months, they are down 54%.



Built-in Westinghouse Electronic Range (left), in **MINOR-BUILT ELECTRONIC HOMES**, cuts cooking time from hours to minutes . . . from minutes to seconds. Builders have also provided the convenience of built-in Westinghouse surface units at right.



Stuart Bartleson (left) and L. D. Minor, builders of **MINOR-BUILT ELECTRONIC HOMES**.

"THE WESTINGHOUSE ELECTRONIC RANGE BROUGHT IN A STEADY STREAM OF BUYERS!"

First project to include electronic range totals 102 homes. When Atlantic & Pacific Bldg. Corp. opened their **MINOR-BUILT ELECTRONIC HOMES** in Los Angeles, they were planning a tract of 42 homes, all equipped with the Westinghouse Electronic Range. After two week-ends on display, 32 of the homes had been sold, so the builders enlarged their plan to 102 homes.

Builders Minor and Bartleson credit much of their success to the Westinghouse Electronic Range, which was demonstrated continuously by a Westinghouse home economist.

In two weeks, 23,000 people who flocked to these homes saw potatoes baked in 4 minutes, eggs poached in 20 seconds and other cooking miracles.

"*The Westinghouse Electronic Range contributed greatly to our new all-time record in home sales*", say the A&P Builders, "*and we feel quite pleased to be the first builders in America to feature it.*" For complete information, call your Westinghouse Distributor or write to Contract Sales Department, Major Appliance Division, Westinghouse Electric Corporation, Mansfield, Ohio.



With 3 bedrooms, 2 baths and a family room, this **MINOR-BUILT ELECTRONIC HOME** sells for \$25,900.

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Specified... Cabot's PAINTS OR STAINS

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Winners of the "Record Houses of 1957" sponsored by ARCHITECTURAL RECORD

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Winners of the "Record Houses of 1956" sponsored by ARCHITECTURAL RECORD

Proof of Cabot's leadership

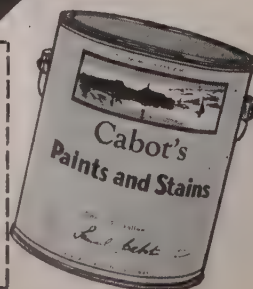
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NEW FHA REGULATIONS

Title I disaster relief offered

FHA has modified Title I to provide relief for disaster victims like those in hurricane-stricken Cameron, La. The change makes Title I money available to improve barns, garages or even boathouses for temporary use as dwellings while damaged homes are being repaired or rebuilt. To qualify, borrowers must have lived in a building destroyed or heavily damaged by what the President declares a "major disaster," must plan to repair or replace the damaged building, and must apply for the Title I loan within a year after the disaster occurs.

Title I premiums reduced 15%

FHA has made Title I loans slightly more attractive to lenders by lowering its insurance premium charge from 0.65 to 0.55%. The cut will save lenders about \$1 per year on each \$1,000. The discount remains frozen by law at 5%, which works out to about 9.7% true interest. FHA Commissioner Mason said the lower premium rate is high enough to cover any government losses.

MORTGAGE BRIEFS

continued from p. 49

their funds into mortgages, compared to 59% for savings banks, 85% for savings and loans and 35% for insurance companies.

The SEC reports mortgage debt of individuals rose by \$2 billion in the first quarter, smallest increase since the first quarter of 1954. This reflects growing mortgage repayments as well as the reduced rate of home building.

FHA approves investment plan

FHA has given its blessing to a plan to attract more money into the mortgage market—though it seems to have little chance of quick success.

Approved mortgages may now sell participation certificates in FHA mortgagees to any investor—even though he is not an approved mortgagee—if such a practice is legal in the state involved. (It isn't in New York.)

With FHA mortgages themselves a relatively low yield investment, the outlook for participation certificates seems gloomy. After servicing, management, trustee and legal fees and selling costs are deducted, mortgage men think a block of FHA 5¼s will yield the holder of a participation certificate no more than 4¼—less than some S&Ls are paying depositors in the West. Moreover, even this yield cannot be guaranteed. Delinquencies and foreclosures (which would substitute low interest FHA debentures for mortgages) would cut the yield more.

FHA is confident the plan will work in time. Commissioner Norman Mason calls it a "very significant development in mortgage finance." FHA will check every proposed participation plan to see that the mortgages involved are at least of average quality—, not a collection of the worst risks.

FNMA STOCK

			Low for month	High for month
	Aug. 14	July 9		
Bid	47	49½	41	47
Asked	50½	51½	44	50½

Quotations supplied by C. F. Childs & Co.

NEWS continued on p. 61

Summit parley of producers, builders to study how to mesh sales efforts

Some of the most important men in housing—representing both builders and producers—will sit down together in San Francisco Sept. 12 for the first true summit conference in the industry's history.

Their purpose: to discuss ways and means of working together more effectively to sell more houses and sell more of the products which go into houses.

Though builders have occasionally met with representatives of building supply producers, this will be the first time they have met with the chief executive officers of these firms in a group.

The meeting is sponsored by the National Housing Center in cooperation with HOUSE & HOME. Housing Center Chairman Richard G. Hughes is conference chairman. Speaker at the meeting's one luncheon session will be Henry Luce, editor-in-chief of TIME Inc., publications. His subject: "The Need and Challenge of Better Homes in America."

Members of the industry advisory board for the meeting are: S. W. Antoville, president, US Plywood; Clifford J. Backstrand, president, Armstrong Cork; Melvin H. Baker, chairman, National Gypsum; Harold Boeschstein, president, Owens-Corning; Joseph Grazier, president, American-Standard; David G. Hill, president, Pittsburgh Plate Glass; Edgar Kaiser, president, Henry J. Kaiser Co.; William L. Keady, president, Fibreboard Paper Products; Marron Kendrick, president, Schlage Lock; G. P. MacNichol Jr., president, Libbey-Owens-Ford; William G. Reed, chairman,

Simpson Timber; Charles K. Rieger, vice president, General Electric; C. H. Shaver, chairman, US Gypsum; Fred K. Weyerhaeuser, president, Weyerhaeuser Timber; I. W. Wilson, president, Aluminum Co. of America; and the following past presidents of NAHB: W. P. Atkinson, David D. Bohannon, Milton J. Brock, Alan E. Brockbank, Fritz B. Burns, Edward R. Carr, Harry J. Durbin, Robert P. Gerholz, Joseph B. Haverstick, Rodney M. Lockwood, Joseph E. Merriam, Joseph Meyerhoff, George F. Nixon and Earl W. Smith.

The board has set eight objectives for the conference:

1. An exchange of ideas and information on industry trends, production outlook, construction techniques, research, merchandising, sales and sales training programs.
2. A discussion of problems resulting from the decline in home building's share of the consumer dollar in the face of rising gross national production and consumer income.
3. Exploration of ways and means to make more people want to buy new homes and want to modernize old homes.
4. Helping manufacturers see more clearly the changing problems and realities in the home building industry.
5. Discuss the ways research methods, sales training programs and merchandising skills can be employed to mutual benefit.
6. Study the present status of trade-in sales and seek ways to trade-up the house inventory by making trade-ins work.
7. Familiarize producer executives with the NAHB and the Housing Center and with the extensive industry services they can render producers.
8. Set up a realistic housing forecast for 1958.

Materials costs level off as housing starts slump

Over-all cost of building materials has levelled off—at least temporarily.

BLS' materials cost index (see graph below) is virtually unchanged from a year ago—131.4 in July vs. 130.6 in July, 1956. (1947-49 average equals 100). Obvious reason: slumping housing starts.

The materials index is the only BLS cost index to remain stable, however. The cost of living index went up in a year from 116.2 to 120.2; the housing index rose from 121.4 to 125.5 and the rental index from 132.5 to 135.

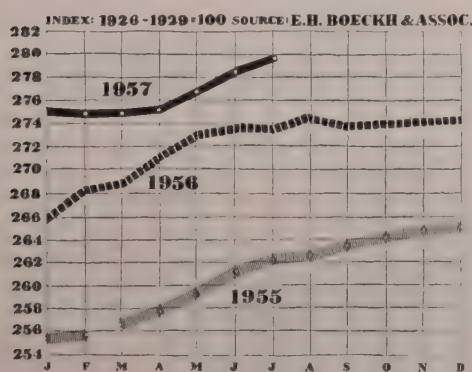
The materials index does hide some conflicting currents as products used mostly in home building have dropped and those used in big building have gone up. Thus lumber and wood products have dropped from 126.5 to 119.7 in a year, non-metallic materials went up from 130.6 to 135.1. While plumbing equipment dropped from 134.1 to 129.1, structural clay products rose from 149.2 to 155.5.

Though sagging starts have temporarily stalled the materials costs spiral, they have had no such effect on labor costs. The BLS construction labor index reached an estimated 156 on July 1, up from 147.7 in 1956 and 141.2 in 1955.

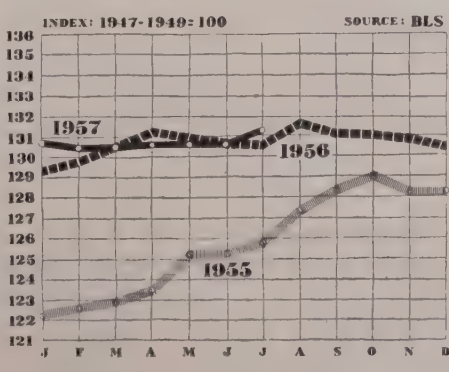
BLS reports average hourly earnings for union construction workers at \$2.86 in May, up from \$2.74 in 1956 and \$2.60 in 1955. Average weekly earnings in May reached \$106.11 compared to \$101.65 in 1956 and \$95.94 in 1955. Detailed figures:

MATERIALS PRICE INDEX (1947-49 = 100)			
JULY '55	JULY '56	JUNE '57	CHANGE '56 TO '57
125.7	130.6	130.7	+0.1
Prepared Paint			
114.8	119.6	125.5	+5.9
Lumber & Wood Products			
124.0	126.5	119.7	-6.8
Lumber			
125.1	128.4	120.5	-7.9
Millwork			
128.3	129.7	128.5	-1.2
Plywood			
105.7	102.3	97.7	-4.6
Plumbing Equipment			
123.3	134.1	129.1	-5.0
Heating Equipment			
113.5	118.0	121.14	+3.4
Metal Doors, Sash, Trim			
144.2	139.9	138.1	-1.8
Non-Metallic Minerals			
125.4	130.6	135.1	+4.5
Plate Glass			
137.5	141.7	145.7	+4.5
Window Glass			
138.8	143.5	145.9	+4.0
Concrete Ingredients			
125.0	130.9	135.8	+5.1
Concrete Products			
118.3	122.8	126.7	+3.9
Structural Clay Products			
142.3	149.2	155.5	+5.9
Gypsum Products			
122.1	127.1	127.1	NC
Prepared Asphalt Roofing			
110.8	118.3	125.8	+7.5

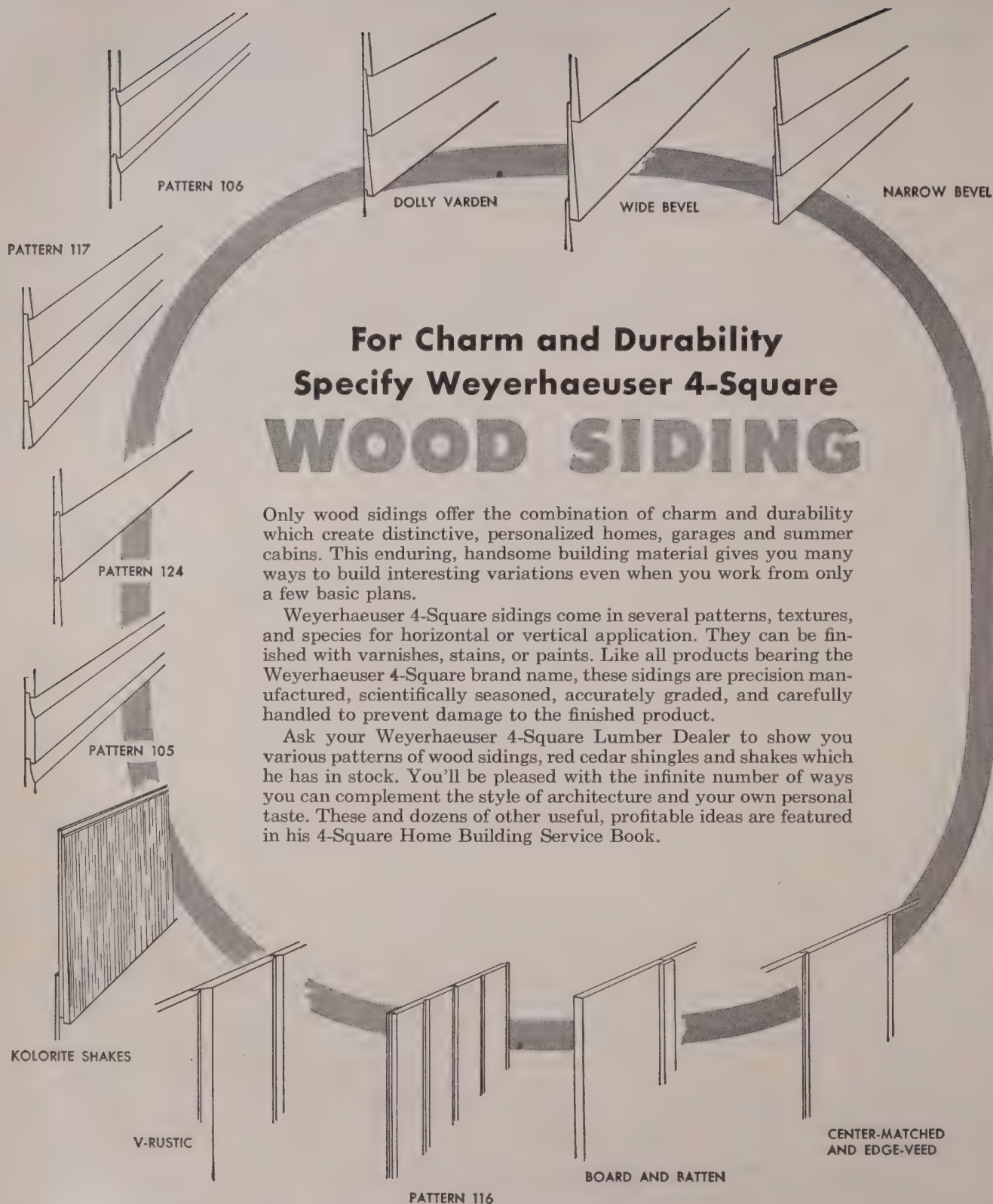
NEWS continued on p. 63



Boeckh's index of residential building costs rose 1.2 points in July to 279.3. Col. E. H. Boeckh blames increased labor costs. Higher freight rates will show up in the index later. Higher steel prices have had little influence on home building, he says.



BLS' building materials cost index rose 0.7 to 131.4 in July, the first significant rise in three months. The index is still only 1 point above its year-ago level. The July rise, BLS reports, was caused by a 4.9% gain for structural shapes.



WEST COAST HEMLOCK—one of the variety of species—is often called the "Ability Wood" because it is so versatile, serving dependably for framing and sheathing as well as for flooring, siding, molding, and other finish uses.

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More prefab firms begin selling components; others plan to do so

Prefabbers are tending toward selling factory-sized components for homes.

At least half a dozen prefab firms have already begun marketing component parts. More are talking about doing so, or actively making plans to enter the business.

Pease Woodwork Co., pioneer in the field, has been selling items like window and door assemblies since 1938, roof trusses and wall panels since 1949.

In June, Thyer Mfg. Co. set up a new division to sell the most complete line of coordinated components ever marketed by a single supplier (H&H, June). National Homes, the industry's giant, has just announced a "components" houses program under which it will sell items ranging from plumbing to wall coverings where a house-package has been bought first.*

Other prefabbers who are making or thinking of making house components outlined their plans to HOUSE & HOME during a "Seminar on Prefabricated Homes," first of a series of marketing meetings, held in Chicago late in July by the Prefabricated Home Manufacturers' Institute. Items:

● Allen Homes' Robert J. Allen: "I have my components price list on my desk right now. We're just starting to make a complete line of house parts that we'll sell in a basic grouping to any builder. And our price is down where it should be."

● American Houses' Horace Durston: "We sell builders standard parts above a basic house package. This approach has been instrumental in selling our higher-priced houses."

● Place Homes' Robert Place: "We're getting into components to some degree now. We sell panels, trusses, cabinets, window and door units."

● Harnischfeger's Fred Samerdyke: "We're studying components. We must find the items we can make economically, how we can distribute them and how they will be financed. We won't be the first or the last in components making. We know that in large quantities, say in truckload lots, we can work out the pricing economically."

● Lumber Fabricators' Albert P. Hildebrandt: "We have just registered a trademark, 'Bilt-Up,' for a new door assembly and we are thinking of introducing a line of components under that name."

● Wilson Homes' Clarence Wilson: "Components? We're all headed that way. I think most of us know that components can be made for a particular design but all designs cannot be achieved with the same components."

● Richmond Homes' Charles Travers: "We have set up a Modco components division to market components. The big trouble with components is to get enough basic items in a shipment to cover overhead for their design and engineering."

Many prefabricators do not see components as a logical industry step. Says Gen-

*At the same time, National disclosed that it has begun marketing new models designed in widely varying styles by four architects: contemporary by Charles Goodman of Washington, D. C., Cape Cod by Royal Barry Wills of Boston, Colonial by Emil A. Schmidlin of East Orange, N. J., southwest modern by Reginald Roberts of San Antonio.

eral Industries' William B. F. Hall: "Foster Gunnison decided the components proposition for a lot of us back in 1933 when he said: 'We'll sell by the house, not by the building blocks.'"

Scholz Homes' Don Scholz says: "I can see the possibility of selling certain unusual items [e.g. kitchen cabinets, built-ins] but I cannot see selling lumber packaged in the form of panels. That's not what this business is about. We're selling a complete package of which design, merchandising and financing are all a part."

Modern Homes' Robert Lytle: "Components? Definitely, no."

Old Prefab Hand John Pease, whose Pease Homes have been built essentially from components since 1949, comments: "I think the reason there is such a strong trend toward components today is that they allow great flexibility in design and dimension. We, as most prefabricators, want to sell a complete house package but we found long ago that people are not ready to accept a rigid design and style forced on them by a completely panelized house. The assembly of factory-built components make a complete house possible but it allows a house to flex with the customer and the site."

Strikes by 3 LA trades and cement workers end

Two major strikes that hurt home building ended in August.

A nationwide walkout of 16,000 cement workers which spanned the month of July was settled just as shortages in some areas began forcing job shutdowns. Heavy contractors and road builders felt the pinch more than home builders. One notable exception: Long Island, where 80% of home building was stalled for 10 days. Cement workers settled for an average increase of 16¢ an hour.

As a result, cement prices are expected to go up Oct. 1 or Jan. 1. How much cement firms have not yet announced. Cement producers in the East boosted prices 15¢ a barrel last April. Most Western producers did likewise in January.

Strikes by 8,000 plumbers and 5,000 sheet metal workers in Southern California were settled—ending a 47-day tie-up that had slowed home building by 50% in the biggest market of them all. The plumbers settlement—reached after many hours of often bitter negotiation—gives a 55¢ hourly raise over three years plus a 10% increase in fringe benefits. Sheet metal workers won a 55¢ four-year pact plus fringe benefits.

Earlier 4,000 hod carriers accepted a 35¢, three-year contract. Their return let 8,000 idled plasterers and lathers go back to work.

MATERIALS BRIEFS

Freight rates go up

Higher freight rates will soon mean higher materials costs for home builders.

The Interstate Commerce Commission has granted the nation's railroads their second big rate hike in less than a year: 7% for the eastern and western roads, 4% for southern carriers. Last winter the eastern railroads were granted 7%, western and southern lines 5%.

Hold-downs on lumber items will ease the blow for housing slightly. They limit the increase on lumber to 9¢ per hundred pounds and on millwork to 10¢ per hundred.

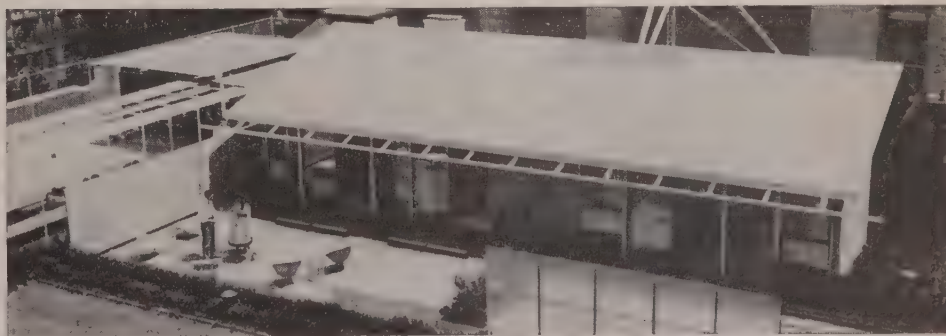
Despite hold-downs, Big Builder Bill Levitt says the rate increase will mean higher prices for houses and further depress the housing industry (April, News). The Natl. Retail Lumber Dealers think the higher rates will be self-defeating, pushing housing prices up, hurting sales and so cutting freight volume. (June, News).

NLRDA estimates the rate hikes (including those of last winter) add an average of \$3 per mbf, 2 to 3%, to the cost of lumber.

Adding to the troubles of the West Coast lumber industry, the freight hike gives southern producers a 2¢ per mbf advantage over

continued on p. 65

Associated Photographers



Four top architects designed this US Steel house

Fred Emmons and Quincy Jones of Los Angeles, Robert Little of Cleveland and Rufus Nims of Miami worked together to design US Steel Homes' second steel house (H&H, March). It was erected by two Pittsburgh dealers and shown on the roof of Kaufmann's department store there. The plan provides 1,500 sq. ft. of living space, permits a den to double as a fourth bedroom, features a hall laundry as part of the utility core. It is priced at \$27,500 plus lot. The house contains more than six tons of steel, "used only where it equals or betters other materials in economy or efficiency."





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*REG. U.S. PAT. OFF. †TRADEMARK OF THE FLINTKOTE COMPANY

them. Western lumbermen are equally upset over a new water rate increase of \$1.35 per, which will leave them at an \$8 disadvantage with British Columbia lumber producers who recently got a whopping 45% cut in their intercoastal charter ship price.

Roof framing studied

To develop a better roof framing system, the Small Homes Council has just received a \$17,425 grant from the Lumber Dealers Research Council. The lumbermen have made earlier grants to the University of Illinois group for research on wall, floor and partition panels.

Plywood Assn. moves west

The National Plywood Distributors Assn. moved its offices from Chicago to Portland. Explains Managing Director "Chuck" Devlin: "Portland is now the natural center of the plywood industry."

Flintkote eyes cement firm

Flintkote Co. is negotiating to buy the Kosmos Portland Cement Co. of Louisville for \$1.5 million in stock. This would be the first venture of a gypsum manufacturer into the cement business, though all gypsum companies use cement in their products.

Flintkote would not ship cement from Louisville to its gypsum plants, but would instead trade its Kosmos production in Louisville for cement produced by other companies near Flintkote gypsum plants.

Brick building withstands blast

A windowless test building with 10" brick masonry walls withstood a recent atomic explosion in Nevada with no apparent damage.

Maximum wall deflection in the 32' x 24' building was 1/2", within the elastic limit. The building test was sponsored by the Structural Clay Products Research Foundation.

Appliance sales way off

Appliance sales are off and the drop in housing starts is blamed for at least some of the slide.

Only built-in ranges and ovens, both gas and electric, show big sales increases—but their volume is not enough to offset the drop in sales of free-standing stoves. Production of electric ranges is off 18.8% for the first five months of this year; gas ranges are down 10%. (Both figures include built-ins.)

Other drops: washers, —23%; television sets, —24%; refrigerators, —13.3%; dishwashers, —18.7%; electric dryers, —28%; gas dryers, —12%.

Servel plans sale of assets

Servel Inc., only maker of gas refrigerators and air-conditioners, wants to quit the appliance business.

Stockholders will vote on a plan this month to sell its assets. A deal has already been made to sell the All-Year Air Conditioning division to Arkansas Louisiana Gas Co. for \$4 million. Negotiations are underway for sale of the home appliance division.

Servel has had a series of bad years, now has a \$17 million tax-loss carry forward which will let it earn that much money tax-free. Chairman Louis Ruthenburg has told stockholders that if they approve the sale of present properties, Servel will buy one or more other businesses of a "stable character with a demonstrated earning capacity."

PEOPLE: Warren Jay Vinton, pioneer public houser, ousted as assistant PHA commissioner

Warren Jay Vinton, 67, a Democrat who hung on for 4½ years in a Republican administration, is being eased out of the Public Housing Administration.

A top-bracket public housing official since the program started in 1937, Vinton has been assistant commissioner since 1949. The Republicans kept him on primarily because he knows more about the intricacies of public housing finance than any one else. But Vinton is an outspoken New Deal public houser, the last top federal housing aide whose

An estate of \$6,112,900 was left by **Nat N. Wolfsohn**, former president of the Eastern Mortgage Service Co., Philadelphia, who was found dead in the Schuylkill River July 4, 1956.

John Long offers \$200,000 tract for city golf course

Big Builder **John Long** of Phoenix continues to flabbergast his competitors. Items:

- He has offered to give the City of Phoenix 67 acres of his best land (estimated value: \$200,000) for a city golf course. Long, of course, has sites for 180 houses (at \$20-25,000) around the proposed course.

- He has hired Architect **Victor Gruen** to do all his land planning, is currently planning an industrial center and two heliports near his big Maryvale tract.

- He is building seven new model homes in Maryvale, getting set for an opening which his public relations man calls "the biggest home promotion ever in the US." Among them: the new *Better Homes and Garden's* Idea House and an advanced contemporary by **Ragnar Qvale**, AIA, of Los Angeles.

Long expects to build at least 1,800 houses this year, possibly as many as 2,000—nearly twice as many as started in the City of Phoenix last year. His best sellers are in the \$10,000 to \$12,000 bracket.

Meistrell, ex-flood insurance chief, hired by Leonard Long

Frank J. Meistrell, 54, the only man to head the now defunct Flood Indemnity Administration, has joined Big Builder **Leonard Long's** organization in Charleston, S. C.

Congress left Meistrell jobless in June by voting no funds for his year-old agency. Before flood insurance, Meistrell, a New



EX-HOUSER VINTON

Exit at the crossroads

service goes back to the '30's. His frequent comments on non-financial aspects of public housing finally prompted PHA Commissioner **Charles E. Slusser** to suggest he retire.

Vinton was born in Detroit, son of a general contractor who built Henry Ford's first factory. He graduated Phi Beta Kappa from the University of Michigan, later studied psychology and astronomy at Michigan, psychoanalysis in Vienna and edited a psychology magazine in London. He was studying economics at Columbia (still working for a master's degree he never finished) when he was tapped for a job under **Dr. Ernest Fisher** in the research department of the new Federal Housing Administration. Later, he worked with Resettlement Administrator **Rex Tugwell** on the three celebrated Greenbelt towns in Milwaukee, Cincinnati and Washington. In 1937, over a dinner in a New York hotel, he accepted a job as assistant to **Nathan Straus**, who had just been named first head of the US Housing Authority—forerunner of PHA.

Vinton's big contribution to public housing—even his critics agree—has been promoting its unique financing. Single handed, he convinced New York investment bankers that public housing bonds are an enticing investment for high bracket taxpayers. Reason: the bonds have the full credit of the US behind them in the form of the subsidy contract yet they are technically the issue of the local housing authority, making them tax exempt.

Today, Vinton notes, 97% (or \$2.9 billion) of the capital invested in public housing is private money. Since 1953, PHA borrowing from the Treasury has been cut from \$940 million to \$41 million. The \$899 million repaid trimmed the national debt.

Despite such fiscal success, public housing now stands at a crossroads and "needs re-vamping," Vinton agrees. He intends to work on this from outside PHA.



EX-COMMISSIONER MEISTRELL

New address: Charleston

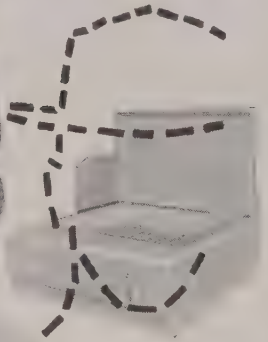
York lawyer, was deputy HHFA administrator (1955-56) and FHA general counsel (1954-55).

Meistrell will be vice president and counsel of the Echo Mortgage Corp., one of 29 affiliated corporations controlled by Builder Long.

Long, who also has offices in Atlanta and

continued on p. 66

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Kitchen appliances just naturally interest a woman — but it takes a Stanthony Built-In Barbecue to interest the man, too! Men really go for the idea of indoor barbecuing ... of tangy barbecued foods done to a turn with perfectly controlled heat. And women appreciate the quick, easy clean-up. No messy charcoal, a back splash to keep walls clean, a drip pan, and the grill that can be washed in the sink. Remember, to clinch the sale ... sell the male ... with a Stanthony Built-In Barbecue.



Stanthony

"ELECTRAMIC" BROILER
Manufactured by Stanthony Corp.,
5341 San Fernando Road West
Los Angeles 39, California

Also makers of
The Stanthony Ventilating Hood
the best way to ventilate a kitchen

San Juan, Puerto Rico, was acquitted in 1954 along with **Frederick Carpenter**, the San Juan FHA director, of charges they conspired to defraud the government in construction of low rent housing projects in Puerto Rico.

Julian Zimmerman is named general counsel at HHFA

Julian H. Zimmerman, Wichita lawyer who became deputy general counsel of HHFA last April, has succeeded ailing **A. Oakley Hunter** as general counsel.

Zimmerman has several characteristics in common with Hunter, who resigned to re-



LAWYER ZIMMERMAN

Promoted after four months

sume law practice in Fresno, Calif. (Aug., News). Both are 40. Zimmerman is also tall (6'1"). Neither had any housing background before HHFA Administrator **Albert M. Cole** picked them as his legal aides.

The new general counsel was born in Wichita, received AB and law degrees at the University of Kansas, and has been a member of the law firm of Kahrs & Nelson in Wichita. Zimmerman was in Army intelligence in Washington during World War 2, wound up a lieutenant colonel.

HOME BUILDERS: **Earle DeLaitre**, for six years executive director of the Home Builders Assn. of Greater Cincinnati, has resigned because of ill health; **Debra Ebbing** has been named executive secretary of the Arkansas Home Builders Assn., succeeding **Judy Dishongh**, who resigned after marrying **Lyle McCook**.

Bernard E. Loshbough has resigned as general manager of the National Housing Center in Washington to become executive director of the Allegheny Council to Improve Our Neighborhoods-Housing, new group formed to spur the fight against blight in the Pittsburgh area (June, News). At mid-month, the Housing Center had not named a successor.

Director **Robert D. Lee** and Deputy Director **Harry Gates**, of the Richmond Housing Authority, quit in protest over salary cuts and reduction of the staff from 21 to 16. **Mrs. Dee Ramey**, a staff member, has been named to succeed Lee at \$750 a month. Lee, former mayor of the San Francisco industrial suburb, was getting \$1,000. PHA officials say the cuts are part of a general economy program.

What makes this paneled
room "different"?



It's the beauty and charm of Appalachian Hardwood solid panels . . . no substitute can match them.

Appalachian HARDWOODS

For the nicest room in the house, most homeowners and builders agree that there's nothing else quite like beautiful natural solid Appalachian hardwood paneling. And in such a room, no other paneling can be as satisfactory . . . as rich, as warm, as durable . . . as *solid* paneling in Appalachian Hardwood.

It's inexpensive enough for moderately priced homes . . . yet the warm patterns of Appalachian Hardwood add distinction to the most expensive. Handles easily in millworking; just two coats of wax keep it beautiful for a lifetime.

Available in Hard Maple, Red Oak, Chestnut Oak, White Oak, Birch, Yellow Poplar, White Ash, Butternut and Beech.



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Look for this **Certificate of Origin**, available from members of AHMI. It is your assurance of authentic Appalachian Hardwoods.

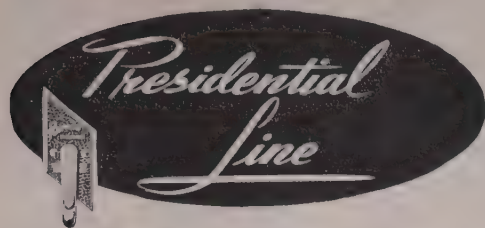
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MANUFACTURERS, INC.**

414 Walnut Street Cincinnati 2, Ohio

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HOUSE & HOME

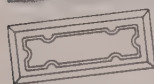
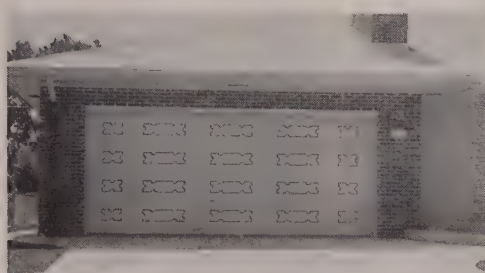
RAYNOR



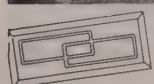
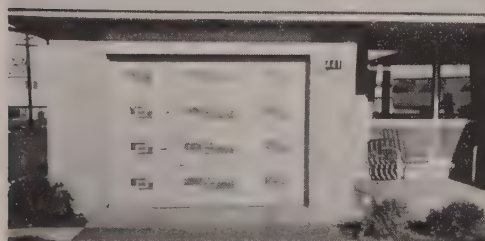
Overhead Garage Doors



the Washington . . . a simple, yet striking carved panel arrangement



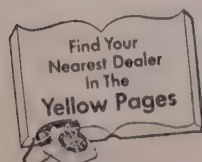
the Taylor . . . designed especially for the longer two-car garage



the Polk . . . an effective combination of square and streamlined panels

Achieve that "Custom-Built" Look with Versatile Carved Panel Designs

Discriminating home buyers are looking for quality and smart design . . . that's when a Raynor garage door makes a good first impression. To "clinch" the sale, there's the Raynor line of *Presidential* Carved Panel designs . . . distinctive patterns the home owner can create himself! A Raynor door on your next model home will identify you as a quality builder.



FOR YOUR NEAREST RAYNOR DISTRIBUTOR, CONSULT THE YELLOW PAGES

RAYNOR MANUFACTURING COMPANY
Dixon Illinois

NEWS

Alvin E. Rose, 53, Chicago's city welfare director since 1946, was named executive director of the Chicago Housing Authority, succeeding Lt. Gen. William B. Kean (ret.) who resigned (Aug., News).

MANUFACTURERS INSTITUTES: Robert C. Turner, eastern representative of the Facing Tile Institute, Washington, has been named its director; T. W. Ernst, coil sales department manager of the Trane Co., has been named president of the Heating & Cooling Coil Manufacturers Assn.

Federal insurance denied 3 Mensik-controlled S&Ls

Three Chicago S&Ls controlled by C. Oren Mensik, henchman of Illinois' imprisoned ex-auditor Orville Hodge, have been denied federal insurance of deposits by the Federal S&L Insurance Corp.

All three of Mensik's associations—City Savings Assn., Chicago Guarantee Savings Assn., and First Guarantee Savings Assn.—were closed by the Illinois state auditor April 25. He charged they were being run in an unsafe and unsound manner (June, News). One is a state mutual association; the other two are stock companies.

Denial of federal insurance ends any immediate hope for reorganization of the three S&Ls and payment to depositors.

Real Estate Broker Glenn R. Munkers of Salem, Ore. and Mrs. Helen Davenport, real estate broker named "woman of the year" in Portland in 1953, have been sentenced to federal prison for mail fraud. Their seven and one-year terms, respectively, followed conviction for promoting a lumber corporation in violation of SEC rules.

DIED: Realtor A. Edward MacDougall, 61, ex-president of the Long Island Real Estate Board, July 12, when he slipped from a yacht ladder and drowned, near Block Island, R.I.; Realtor Walter S. Schmidt, 72, ex-president of the National Assn. of Real

King's Photo Service



SCHMIDT

and president of the Federal Home Loan Bank of New York, July 24, in New York; Realtor Arch I. Madden, 70, ex-president of the Des Moines Real Estate Board (1921) and Iowa Real Estate Assn. (1932) and treasurer of the National Assn. of Real Estate Board (1947), July 24, in Des Moines; Peter J. Langlie, 79, president, Mutual Savings & Loan Co., July 26, in Alhambra, Calif.; E. Palmer Tucker, 76, vice-president of G. D. Robertson Co., subdividers, Aug. 2 in Los Angeles; Ray Beil, past president of the Western Retail Lumbermen's Assn., Aug. 7 in Spokane; George A. Hammer Sr., vice-president of Charles F. Noyes Co., big Manhattan realty firm, Aug. 10 in Pelham, N.Y.



EYE-CATCHER!

Watch how fast your customers spot that Stanthony Ventilating Hood. Right at eye-level is the distinctive styling that stops customers . . . and beneath the beauty are the features that sell customers—the twin power blower, easy-to-clean grease filters, convenient, hidden switches. Stanthony combines beauty, quality and convenience—everything you need to turn prospects into buyers!

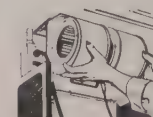


LIFE

Stanthony

VENTILATING HOODS

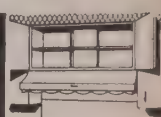
Manufactured by Stanthony Corp., 5341 San Fernando Road West, Los Angeles 39, California



Two-speed, twin-wheel blowers move more air quickly, quietly, efficiently. Unit easily removed for servicing.



All power automatically cut off when housing is unlatched. Safe for children.



Self-contained hoods—blower, lights, filters, within hood itself. All have center discharge of 3½"x10" against back wall.



Aluminum foil twin filters prevent grease accumulation in blower, duct work, easily cleansed in household detergent. Hi-baked enamel finish wipes clean.



No wall switches. Light and power controls built into housing. Translucent light lens for non-glare illumination.



Choice of three distinctive styles, several sizes and colors. Vent cover available, with or without electric clock.

Also makers of the Stanthony "Electric" Broiler for perfectly controlled heat without messy charcoal

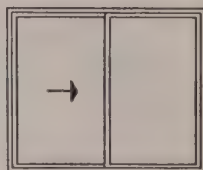
Fun's just a
step away

through LUPTON Aluminum Sliding Doors

Outdoor living comes closer to home when they can step out through this handsome, weathertight LUPTON Sliding Door. And you know it's the call of the outdoors that dictates many new-home purchases.

So offer your customers easy, delightful access to patio or sundeck through a modern LUPTON Aluminum Sliding Door. Three models—nine sizes—give you a style for the smallest to the largest budget. With its smooth-running, rattle-free sliding panels . . . low-sloped, no-trip threshold . . . double-row woven-pile weatherstripping . . . smart aluminum or Lucite pull-handle . . . and strong indoor latch—your prospects will go for a home equipped with a LUPTON Sliding Door.

See your LUPTON distributor (listed in the Yellow Pages under "Windows—Metal"). And while you're at it, find out how the four popular styles of LUPTON Aluminum Windows can add even more sell to your homes.



Here's how the panels slide on two- and three-panel doors.

LUPTON

METAL WINDOWS • SLIDING DOORS

MICHAEL FLYNN MANUFACTURING CO.

Main Office and Plant: 700 E. Godfrey Ave., Philadelphia 24, Pa.
West Coast Offices and Warehouses: 2009 East 25th Street, Los Angeles 58, Calif.; 1441 Fremont Street, Stockton, Calif.

Sales representatives and distributors in other principal cities.

OHI AND NERSICA

The reference to NERSICA in your June story "Should OHI Become a Permanent Drive?" seems to have confused some people about NERSICA's attitude.

It is a matter of record that NERSICA has favored OHI since its inception, cooperated wholeheartedly throughout the campaign, and became a financial contributor in 1956.

This year we shifted our own promotional activity, National Home Improvement Month, from March to May to co-ordinate with OHI's "Better Your Living" month, and we featured OHI at the Monday luncheon of our 1957 National Convention, our tribute to this most worthwhile program. We fully appreciate the advantages of continuing this program and its national promotional campaign to sell the home improvement idea.

When the advisability of continuing OHI came up for discussion, we participated actively. We urged an intensive promotion campaign at the national level, with provisions for follow-through at local levels. At the same time, however, we did suggest that the program should not try to duplicate those activities that are now being conducted effectively by Chambers of Commerce and various trade associations long established in this industry. This can hardly be construed as "foot dragging and veiled opposition" as suggested in your story.

DON. C. LINGENFELTER
managing director NERSICA

COORDINATED COMPONENTS

As one who has long beat the drum for dimensional coordination, I am delighted with your report.

In addition to the excellent review of the development of the coordinated components idea over the last few years, you have performed a most significant service in focusing attention on the current availability of components. In all of our early work with ASA, AIA, and Producers' Council, we constantly came up against the old chicken and egg circle. The report prepared in collaboration with Jim Lendrum should go a long way toward breaking the circle.

Students in many schools of architecture are now being taught the modular concept in detailing as well as in planning. So, it is good to see that building product manufacturers are embracing this concept. The increasing availability of coordinated components may be a real factor in converting work at the building site into an assembly operation rather than a hand-wrought process.

HAROLD D. HAUF, Dean
School of Architecture
Rensselaer Polytechnic Institute

I raise just one question; the one that I've consistently raised about modular dimensioning. Who is going to explain and demonstrate it at the grade school level, so that the few mechanics left in the building trade can understand and use it?

It is my opinion that your work in this story will, for the most part, escape the mechanic.

The directors of NAHB and other top housing brass in my opinion have, as of the moment, missed the excellent message

continued on p. 84



new outlook

for bright and airy modern rooms

BEE GEE ★

MODERN WOOD

*casement and
picture windows*

Bee Gee's glamorous picture windows, corner picture windows and high-style casements trap every bit of sun, air and view for truly impressive window beauty. Unique ventilation features protect the health and comfort of the whole family. It's the "Wife-Approved" window ...the ideal combination of window beauty and controlled ventilation that adds more glamor and authentic styling to every type construction.

WINDOW IS ONE COMPLETE UNIT—Factory pre-fitted universal frame, glazed sash and hardware.

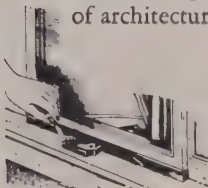
CONTROLLED VENTILATION—Air enters from three directions as desired.

LOWER COST INSTALLATION—Simply set the Bee Gee Window in the wall and nail in place. *Ideal for replacement of old-style windows.*

CLEAN THE OUTSIDE FROM THE INSIDE—without stretching, without ladders, without danger.

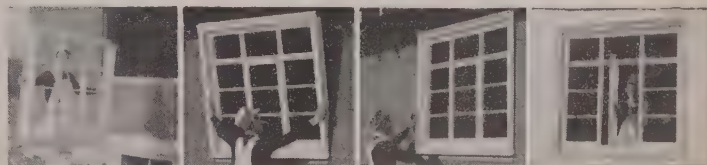
OVER 170 STYLES AND SIZES—A window for every room, every style of architecture.

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Instant finger-tip control. Works with Bee Gee automatic storm sash or screen in place



ease of installation spells economy



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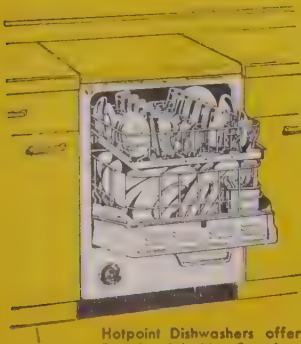
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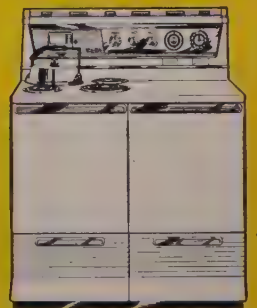
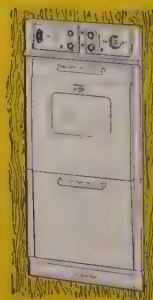
The Hotpoint Line is the Builder's Line of Appliances—offering you perfect combinations for homes in every price bracket!



Hotpoint Dishwashers offer Spot-Less Washing, Spot-Less Rinsing, Spot-Less Drying.

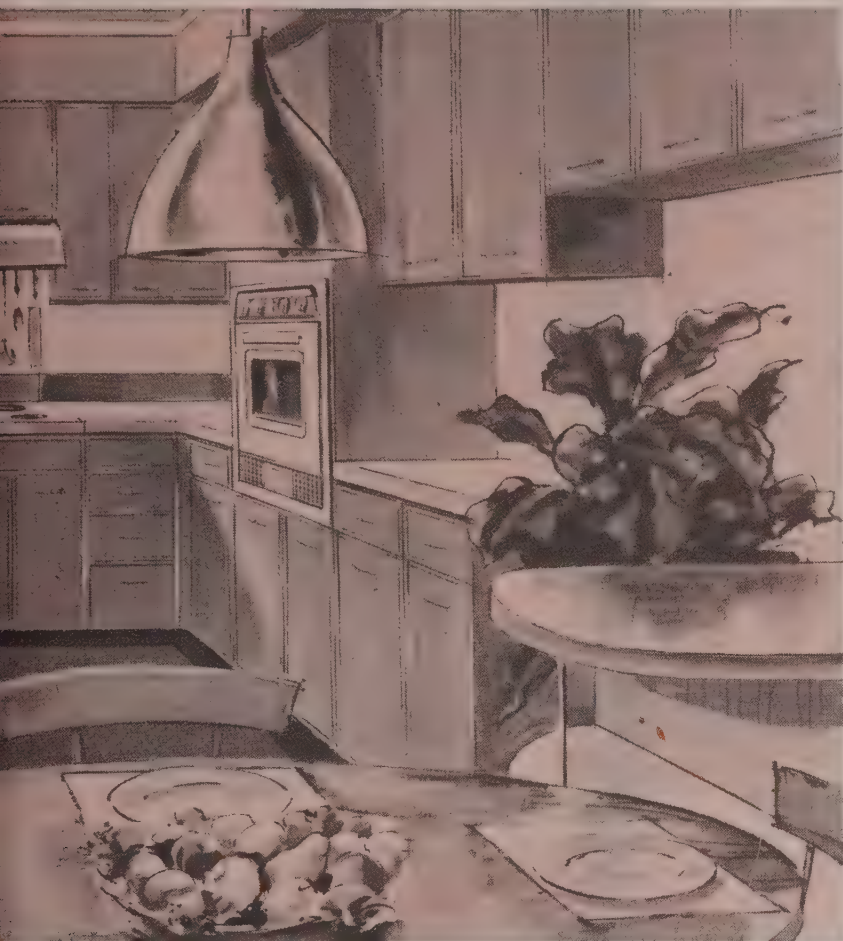


The widest variety of Built-In Models and Prices—5 Ovens, 7 Surface Cooking Units, 2 Refrigerators, 1 Freezer, 3 Modular Kitchens!



The Hotpoint Line of 9 Ranges offers the right model for every home—plus an Electronic Cooking Center.

COMPLETE KITCHENS



KITCHENS ARE NO PROBLEM WHEN YOU SEE A "SPECIALIST"

No matter where you are, there's a local RCA WHIRLPOOL distributor who is ready to give you complete kitchen service — from planning to selling. Call on him in the design or blueprint stage — before you start construction. He'll give you tips on how to save time and money.

ASK ABOUT:

- Advice on designing kitchens
- Kitchen planning service
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Home Appliances

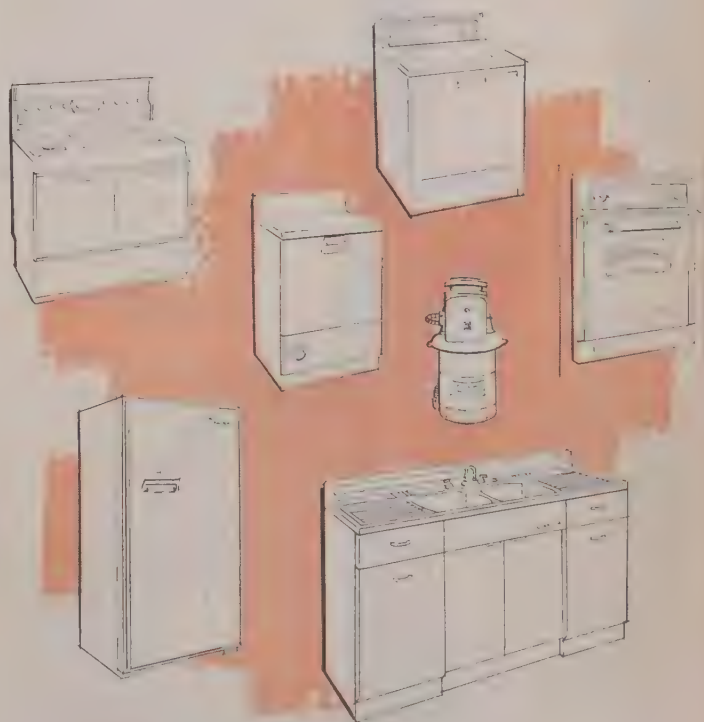
Products of WHIRLPOOL CORPORATION St. Joseph, Michigan

Now... a full line of cabinets and appliances design-coordinated to sell your homes faster!

Ready now — a *complete* line of famous quality RCA WHIRLPOOL appliances and cabinets that will make your homes prospect-preferred . . . brand new interchangeable-door cabinets . . . sinks . . . food waste disposers . . . automatic dishwashers . . . refrigerators . . . freezers . . . built-in and free-standing ranges . . . a washer-dryer combination . . . automatic washers and dryers.

Think of it — from *one source* you can get all the equipment you need — in a choice of decorator-colors — *design-coordinated* to install better, to look better, to sell better.

And, remember — the quality of your home often is judged by the quality of its appliances. So it will pay you to put the quality of RCA WHIRLPOOL appliances into your kitchen and utility room where prospects can see the brand name they know, want, and buy!



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I would like further information on WHIRLPOOL's Builder Service.

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Firm Name _____ Position _____

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State _____

**As people judge a car
by the "feel" of its doors...
So is a building often judged
by its sliding glass doors**

To an ever-increasing degree in home and commercial building, *the quality of the sliding glass door symbolizes the quality of the entire structure.* For this reason, more and more architects and builders are selecting Miller sliding glass doors. Visually, they make beautiful focal points. Structurally, there's durability and quality in every detail. Miller's engineered application of double-sealed, Schlegel woven wool pile weatherstripping (silicone-treated), together with Alumilite finish, permits the use of these doors in any climate. For single and/or dual glazing.

**GUILFORD DOWNS SELECTS
MILLER SLIDING GLASS DOORS**

"In planning our 700-home Guilford Downs development (on Columbia Pike, Route 29, Howard County, Maryland), we demanded nationally known quality materials in accordance with our high standards of construction," says Herbert A. Thaler, Pres. of Herbert Construction Co. "After exhaustive comparisons, we selected Miller doors because we found them superior in quality, ease of installation and over-all construction."
Thomas G. Jewell,
A.I.A., Architect.



There's sales sense in Miller sliding glass doors

Write for literature and Dealer's name
for the 3 complete lines in aluminum and steel.

Frank B. Miller Mfg. Co., Inc.
3216 Valhalla Dr., Burbank, Calif.

MEMBER OF SLIDING GLASS DOOR & WINDOW INSTITUTE

of the NAHB Research House (H&H, July issue). Until and unless each home builder has a James Lendrum stand over him to supervise the complete building of one house and the builder gives his full attendance and undivided attention, there is not much chance of telescoping any time, or of the idea having any success.

CARL F. BOESTER
Lafayette, Ind.

The report on coordinated components is excellent, full of "meat" and facts, and it certainly presents a record of achievement for your Round Table conferences.

WILLIAM H. SCHEICK
executive director
Building Research Institute

... An excellent job in reporting the advantages of component construction and the industry effort directed at dimensional standardization to give the home buyer more value. All your statements about the NAHB Research House are certainly accurate.

Not only the NAHB Research Institute but also the NAHB Executive Committee have endorsed the 1' kitchen module and the Research House carries out this dimension.

RALPH J. JOHNSON, research director
NAHB

AIA AWARDS

The "Homes for Better Living" awards confirm my fears that a certain design trend is becoming a landslide.

I don't agree with the jurors that there are no good examples of any other design approach than that premiated. There are scores of good examples here in California. How I would rejoice to see your magazine publish more of them. How else are we to stem the tide of "cold-heartedness"?

I enjoyed the "Homes for Better Living" awards and the accompanying comments immensely. It's just that there has been so much talk about one approach lately, that in all justice we ought to hear from the "Wright" side of the argument more often, but not necessarily Wright.

PAUL EDWARD TAY, architect
Long Beach, Calif.

THE NEW MPS

Concerning those FHA revisions . . . I wish the FHA committee would revise VA forms VB4-1850 and FHA 2005 to restore the benefit of competitive pricing for architect-designed houses by permitting alternates. Under the present system the owner of a custom house does not get competitive pricing before the bid is submitted.

Also, the question of termite protection should be reviewed. Placing metal under wood or capping hollow masonry are insufficient guarantees of protection.

In the rush to performance codes, don't forget that there are places where specific rules are highly desirable. And please try to obtain unanimity on installations of appliances and hot water heaters.

It should be possible to protect a small house and comply with FHA without a thick specification book.

W. S. BOICE, architect
Ardsley, N.Y.

SEPTEMBER 1957

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DESIGN FOR THE MARKET

- 88 *What kind of house should you build?*

WHAT THE LEADERS SAY TO DO

- 90 *Suggestions from top-flight builders, lenders, and realtors*
132 *56 architects report the changing tastes of their clients*

PICTURE PORTFOLIOS

- 99 *Houses are style goods*
110 *America's architectural heritage*
118 *What the consumer magazines are showing*

18 WAYS TO GET MARKETABLE DESIGN

- 92 *Start with the things that make new houses so much better*
94 *Design your houses to cut your costs*
98 *Don't cling to last year's best seller*
98 *Watch your timing*
106 *Don't gamble on style and design changes*
108 *Help your home buyers catch up with the local Joneses*
109 *Don't believe what your buyers say about style*
111 *Don't try to sell "elegant simplicity"*
112 *Don't bet too much on any one style*
114 *Don't knock yourself out bucking local preferences*
116 *Don't think attractive gimmicks make a house a home*
117 *Dramatize today's advantages with your design*
118 *Find out the style of furniture your prospects are buying*
118A *Follow the new ideas the big consumer magazines are pre-selling*
127 *Don't try to get an architect cheap*
128 *Don't let your architect try out unproven ideas*
130 *Special to architects: Don't think small about builders*
132 *Don't just copy your builder competitors*

ROUND TABLE

- 158 *How to make air conditioning the No. 1 sales feature for 1958*

NEW WAYS TO BUILD BETTER

- 157 *Index*
184 *How to keep your profit on land*
192 *Here is a new, cheap, hurricane-proof wall anchor*

NEWS

- 40 *How new FHA terms will affect home building*
49 *Mortgage market: no more money for FHAs, despite 5¼% rate*
63 *Prefab firms begin marketing components*
37 *Index to these and other News reports*

DEPARTMENTS

- 77 *Letters to the editors*
194 *New products*
222 *Publications*
234 *What the leaders are doing*
246 *Advertising index*



Cover design: Adrian Taylor, Natalie Forsberg

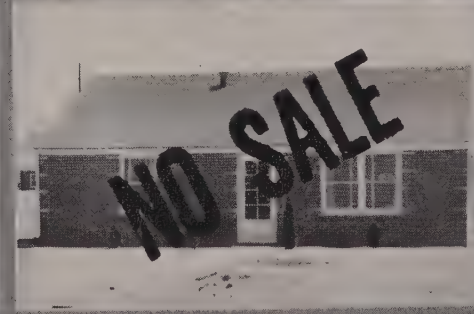
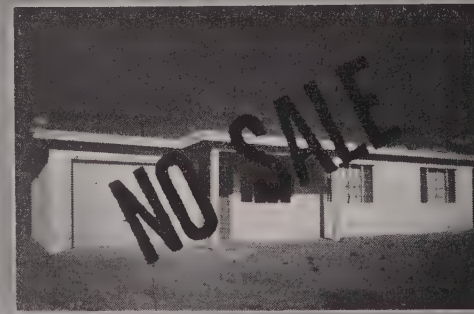
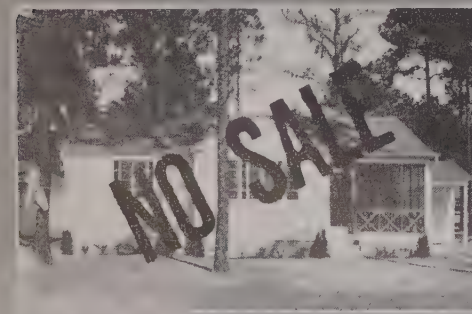
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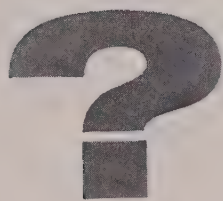
Volume XII, No. 3



Now that yesterday's best sellers
won't sell...



What kind of house should you **DESIGN FOR THE MARKET**



On the next 86 pages you will find the very best design advice we can get for you from smart architects, bankers, realtors, builders, and suppliers all over the country. We hope this advice will help you build and sell more houses in today's vastly changing markets.

Some markets want modern homes; some markets still cling to Colonial; other markets go strong for Cinderella. Why?

Some markets buy nothing but brick; others prefer shingles or shakes. Why?

Some markets like lots of glass; some markets don't.

Some markets want separate dining rooms; others prefer a flexible plan. Why?

Often the same good model sells fast on one side of town and flops on the other. Why?

To help you sort out the often conflicting forces that make each market a different problem needing a different design answer . . .

To help you understand the cross currents of taste and demand from year to year, from city to city, from price class to price class . . .

To take some of the guesswork out of your design for 1958 . . .

We will try to spell out our suggestions very clearly and simply.

This advice was developed in consultation with hundreds of architects, appraisers, builders, realtors, suppliers, lenders, and economists—among whom we acknowledge with especial thanks the help of:

Henry A. Bubb, past president, US Savings & Loan League
Miles L. Colean, FAIA, home building's No. 1 economist
Neil Connor, AIA, chief architect of FHA
Thomas P. Coogan, past president of NAHB
George Goldstein, past president, American Institute of Real Estate Appraisers
Frank Hart, sales manager, Walker & Lee, Los Angeles
James T. Lendrum, AIA, home building's No. 1 construction expert
Nathaniel H. Rogg, NAHB, economist
Clarence Thompson, chairman, Lumber Dealers Research Council
Milford A. Vieser, chairman, housing and mortgage lending policy committee of the Life Insurance Assn.
L. Morgan Yost, FAIA, chairman of the home building committee of AIA

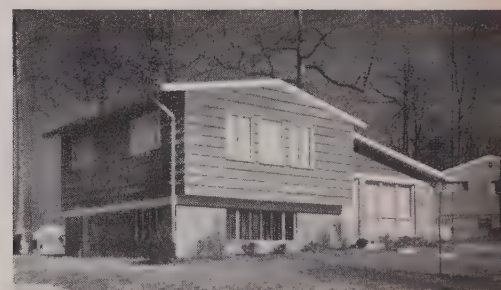
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CONTEMPORARY?



COLONIAL?



SPLIT LEVEL?



FLAT TOP?



CINDERELLA?



NONDESCRIPT?

For example—

here are nearly 100 suggestions from

Builder J. J. (Lou) Carey, Denver

If I knew the answer to your questions I would do one or all of them and sell some houses instead of just paying the overhead.

Builder Ernest Zerble, Iowa

My best design is a three-bedroom 1,350 sq. ft., L-shaped house with 1½ baths and a 26' attached garage. The living room and kitchen are to the rear, each with a big picture window. The entrance hall divides the house into separate zones, and the basement recreation room is partitioned from the basement workshop.

Now I am subdividing a 160-acre farm into 300 wooded lots, each 80' x 180', requiring at least 50' setback with sides and rear of each lot fenced. All utilities will be underground. The houses I build there will feature wide driveways, professional color schemes, white roofs, awning type windows, adequate wiring, acoustical tile, built-in kitchens, and protected front entrances. I will orient all the homes so the rear patio will be shaded in the late afternoon.

Realtor John Clarke, Portland

The best bet of all here is a well-tailored conventional ranch style with low-pitched roof, very wide overhangs, lap siding and brick wainscoting. Minimum house now must have at least three bedrooms, two baths, and a two-car garage.

Plans and designs must be true styling with one definite theme carried throughout.

Banker R. A. Booth, Springfield, Mass.

People want larger houses with individuality and more equipment for mechanical living.

Lender A. D. Theobald, Peoria

Outside, buyers insist on 80' minimum lots, curb, gutter, blacktop, and good sewage disposal. Inside, they want large rooms, more utility space, and completely equipped kitchens, including disposers and wall refrigerators. Family room or TV room adds sales appeal and air conditioning is desirable in the higher price bracket. Contemporary design is losing favor in this area.

Banker Arnold Conti, Worcester

Best sellers here include completely built-in kitchens to reduce maintenance and housework. Minimum lot is 8,000 sq. ft.

Realtor The Keyes Co., Miami

These features are increasing sales: island kitchens and built-in appliances, intercoms, double vanities (with one at child level), use of wallpaper and full-size mirrors, accordion partitions between children's bedrooms.

Screened pool-patio combinations, even in middle-priced homes, are sure-fire sellers. Old-South-style patios built under trees are the rage. So are screened picnic pavilions separated from the house.

Architect Emory Holroyd, Charlotte, N.C.

Home buyers seem more interested in space than in design. They take conventional plans and conventional appearance, except that they want the new open kitchen-family room. They just don't understand good indoor-outdoor planning so they overlook it.

Lender Henry A. Bubbs, Topeka

Do your plans over and over until they work right—to make good use of all the space, to save steps, and to make housework easier. Attractive appearance is a must. Don't fight your buyers—give them what they want. Use better coordinated color schemes and contrasts.

Fit your design to the terrain. Make your lots wider. Locate your homes on the site for practical outdoor living. Many builders spend 80% of their time (too much) on the house and 20% (too little) on site planning.

Try to include air conditioning; built-in ranges, disposer, and oven; exhaust fans in kitchen and bath; tiled bath with big mirror and vanity.

Banker Harry Held, New York City

This year's successful houses are larger, have three bedrooms, one and a half baths, and usually a family room. They are predominantly split-level design with a tendency toward the front-to-back type. They seek eye appeal with stone and brick veneer fronts. They have larger lots (75' x 100' minimum) and some provision for outdoor living.

Banker John C. Hall, Birmingham

To sell readily this year, a house must be attractively designed and planned for convenient use by the entire family. It must include more built-in conveniences and mechanical equipment, particularly in the kitchen. Air conditioning is a must in the upper brackets.

Builder-Realtor Don Stone, San Jose

The most salable feature is price for livability and location.

Builder Paul Burkhard, California

Aircraft workers have large families. So we are offering four bedrooms, two baths, double garage, slab floor, low-pitch gravel roof, very contemporary design, 1,350 sq. ft. for \$14,000. No innovations. Nothing spectacular, stressing value, livability, and nationally advertised products.

Realtor Edwin Van Tassel, Eugene

People here want the living room away from the family room, both accessible to the kitchen, both opening outdoors, both with fireplace. They like wall-to-wall carpeting, electric heat, large bedrooms, generous glass areas, 3' overhangs, built-up roofs. They prefer board and batten to horizontal siding.

Builder I. H. Hammerman, Baltimore

Our knotty pine-paneled club room with cork-effect asphalt tile has proven an excellent sales item. Scrubbable wall-paper and vanities are a must in the bath. Our advertising reads, "Seven rooms for the price of six."

Builder Alan Brockbank, Salt Lake

Our industry must sell new and fascinating designs to cut the cost of housing and make the public really drool. For this we need the support of our manufacturers and the best thinking of the most outstanding architects on how the house of the sixties should look. Then NAHB should set cost standards for various areas and invite broad cooperation to make home building once again the dynamic industry it should be. With oversupplies of copper and aluminum and perhaps steel, too, by Fall, the economy should be ripe for a terrific program.

architects, builders, lenders and realtors

Lender Walter Dreier, Indiana

The home builders' big problem is not tight money but lack of enough sales appeal to attract more buyers. They are trying to sell too many houses without such selling features as big enough rooms, ample storage, air conditioning, adequate wiring, windows big enough to make the rooms cheerful, larger lots well landscaped on winding streets, and all conveniences including disposer, dishwasher, tray racks, revolving corner shelves. Better decorating and better colors will sell more houses, and so will more uses of nationally known products.

Builder Henry Doelger, San Francisco

We are putting more emphasis on built-in equipment and appliances in ranch, split-level, and full-basement houses alike.

Builder Joseph E. Merrion, Chicago

Our emphasis this year is on the most usable space for the money. For close-in sites we feature an eight-room, two-bath variation of Koch's Techbuilt house, built on rolling ground with the house plotted for the highest point. Its most successful feature is a garden area depressed 4' to give ground level access to lower level rooms.

Builder Ray Cherry, Los Angeles

Just build and finish a better home on good terms. We are not selling homes; the public is buying them.

Realtor J. J. Reiter, California

People here want clean conventional lines with slight touches of gingerbread, used brick, planter boxes, wood paneling. "Cinderella" house has lost some appeal, and Modern is a slow seller. They like rear living rooms opening on patios, and they want two-car garages.

Builder Walter Keusder, Los Angeles

Second-time buyers want 1,400 to 1,600 sq. ft., Contemporary design or toned-down Cinderella. They want fireplaces, patios, large glass areas, curving streets, fancy baths, lots of storage, and all appliances.

Builder Albert Balch, Seattle

The LIFE Trade Secrets home has had the greatest influence on the new home design. My selling plans utilize the most nationally advertised building products combined with simple, beautiful architecture—not builder architecture.

Realtor J. H. Nitzel, Nebraska

Offer plenty of outdoor living space, such as playground and patio, and landscape it well. Include plenty of built-ins and appliances.

Banker William Marcus, San Francisco

Our most successful builders tell us buyers want conventional houses with a variety of floor plans and elevations. Sales appeal features include family room and built-in electric kitchens and quality workmanship throughout.

Broker Jules Saxe, San Francisco

We are strictly resale brokers, selling houses in San Francisco so their owners can buy suburban homes from the builders. Our main claim to fame is that we guarantee the trade-in deal so the builders can make firm sales.

Families who trade in \$12,000 to \$15,000 homes seem ready to pay up to \$20,000 for new houses on flat land with good provision for outdoor living and easy housework. They insist on good storage and durable materials that will stand up under wear and tear.

Families who trade in \$15,000 to \$20,000 homes will pay up to \$32,000. They want an exclusive address, three or four bedrooms, luxury living, good resale, and a view if possible.

Builder Wm. D. Henderson, Rochester

Rochester people want one-story homes with rear living, barbecues, larger lots, and trees.

Lender James E. Bent, Hartford

To hold sales up, builders will need better planning, including better hall space, screened entries, more built-ins, better orientation, more variety, and better site planning.

Builder D. J. Sproul, Dayton

It's easy to tell what people want, but very hard to give it to them for \$13-14,000 at today's costs. They want more space. They want more patios, more refinements like ceramic tile, wall-to-wall carpeting, and a choice of exterior colors. We believe a second full bath is less important than a lavatory near the rear entrance. We can't provide all this in our low-priced homes, but next year we will try in more expensive houses around \$18,000.

Lender Brown Whatley, Florida

Our salesmen say buyers want simple conventional design, more complete landscape planting, neutral color schemes, built-in kitchens.

Most low-bracket buyers consider space the number one essential. Other things can be added later, but walls cannot be pushed back.

Builder Thad E. Murphey, Macon

Prospects are shopping for brick homes with larger space, at least three bedrooms.

Builder J. C. Nichols, Kansas City

Kansas City buyers want rustic and Colonial ranch design with country kitchen or family room, colorful bathrooms, two-car garages, cook tops and built-in ovens.

Builder David Bohannon, California

Our area likes clean Contemporary design with low-pitched shingled or shake roof, with ample glass on the outdoor-living side of the house. Buyers prefer an exterior embodying brick, horizontal siding, and planters, but are definitely not interested in geegaw. Your July article on "Texture" states their thinking well.

We are widening our lots, curving our streets, and putting as many houses as we can on cul-de-sacs. We include completely equipped kitchens and are adding barbecues in the family room with electrically turned spits. We are going in for more individuality to our tract houses with staggered setbacks, feature fencing, and garages turned parallel to the street.

We employ a landscape architect to prepare a site development plan to give each home buyer.

From many leaders like these we bring you...

These used -house prices will help you understand why so few Miami builders try to sell under \$14,000



\$9,300

Just 8 miles from downtown Miami, this heavily landscaped, 850 sq. ft. house is 2½ years old.



\$9,500

Sales price of this two-bedroom, one-bath house includes some furniture. It is about 6 miles out.



\$10,850

Appliances and air conditioner are included in price. Two bedrooms, about 950 sq. ft., 7 years old.



\$11,650

Sold completely furnished, this 7-year-old house is 950 sq. ft. It has two bedrooms, one bath.



\$12,000

In Hialeah, 10 miles from Miami, this two-bedroom house has a sun deck on the roof and a 100' lot.



\$12,350

About 10 miles north of downtown, this two-bedroom, one-bath house included an enclosed garage.



\$13,250

Less than 2 years old, this is a three-bedroom, two-bath house in Carol City, a suburb 15 miles out.



\$13,500

Furnishings were included in the sales price of this three-bedroom house, 8 miles from downtown.

Start your plan with the new things that make new houses so much better

Don't try to sell a stripped-down model. Don't build a minimum house. Don't expect your houses to sell if you take out all the sales appeals. Don't believe the women who told HHFA they want nothing but space. Don't try to compete on price alone with the 49,000,000 existing homes.

If you do, you are licked before you start—unless you are lucky enough to be building around one of the few cities that still has an absolute housing shortage.

This is the hardest advice of all for most builders to swallow. Only yesterday the cheap house was their best seller from coast to coast, so they can't believe the market has changed so fast. Here is why:

Yesterday's market was a shortage market, a market of first-time buyers—mostly young veterans just out of the army without much money, young veterans doubled up with their in-laws. There were few apartments for rent unless someone died. There were few used houses for sale—and often these few cost more than building a new house.

But today (with scattered exceptions) the shortage market is past; the veterans are housed (mostly in homes too small for their growing families and their growing incomes). This year far more apartments are available than in 1946 (though still not enough); and this year more than 2,000,000 used homes will be offered for sale—count them, 2,000,000 plus. And most of these used homes are now priced well below today's costs, for the average price of used homes has shown little change since 1952 while the cost of new homes (including higher land costs and higher financing costs) has climbed almost 20%.

New houses can't compete with used houses on price alone

Last year, while new house starts were sagging, old house sales were still booming along. This year used houses are still outselling new houses by more than two to one.



Thirty years ago the auto industry learned it could not build a new car cheap enough to compete on price with the values offered in the used car market. It learned that lesson the hard way, when the public stopped buying the Model T Ford even when its price was cut to \$360.

Sooner or later the home builders will face up to the same market truth: people who think Model T houses are good enough* will not buy new houses unless they have to; they will buy used houses to get more space for the money.

But

*i.e., people willing to get along without adequate wiring, insulation, second baths, family rooms, indoor-outdoor living, and all the other new features most old houses lack.

But used houses can't compete with good new houses on many new ways that make life easy and pleasant

Most used houses are almost as obsolete as yesterday's cars, but not enough people know it. Not enough people know it because too few builders and too few realtors have gone out and sold them how much better living we have learned to offer them, and too few of today's new houses feature the advantages older houses lack.

People want insulation, to cut their fuel bills in winter and cool their rooms in summer. *Adding insulation to an old house costs at least twice as much.*

People want adequate wiring for more and more electrical living. *Adding adequate wiring to a used house costs more than twice as much.*

People want more than one bath for today's bigger families. *Adding a bath to a used house costs more than twice as much—if there is room for it.*

People need more storage for many more possessions. *Where can they make room for everything in the little houses built by the million since the war?*

People want two separate rooms for daytime living—a noisy room and a quiet room, a formal room and an informal room, a room for the parents and a room for the children, a room for TV and a room to get away from TV. *Most used houses have only one.*

People want their houses opened up for more enjoyment of the land—that's one of their two big reasons for moving to the suburbs. *Tearing out the walls of an old house to permit indoor-outdoor living is very expensive, and most used houses sit so high that indoor-outdoor rooms are impossible.*

All women want easier housework. *Remodeling an old kitchen for today's labor-saving appliances costs a consumer twice as much as it costs a builder to include them in a new house.*

Air conditioning will soon be a must except in the far north. *It costs twice as much to add to an old house.*

Out of 49,000,000 non-farm homes today, not more than 19,000,000 are the kind of homes people will want to live in in 1980, when the average family will have an income of over \$8,000 (in constant 1953 dollars).

Your new mass market is the quality house

In many markets today (even in fast-growing Los Angeles) two new houses out of three are selling to second-time buyers—mostly to people who bought too-small houses right after the war. In every market there are now thousands of families who can afford to trade-up to much more expensive new houses—if only we make the new houses attractive enough to tempt them.

The country over there are now four million *less* families than there were in 1941 with incomes under \$5,000 (in constant 1953 dollars). But there are 15 million *more* families with incomes over \$5,000—and six million more families with incomes over \$7,500.

Here is a great new quality market we have hardly begun to tap—a great new market we neglected while we were so busy selling minimum houses. So next year let's use all our fine new sales appeals to sell the newly prosperous millions who can now afford much better homes.

Trade-in will make it much easier for people to trade-up to better homes—if we can get better trade-in financing (H&H, May). So will the new FHA income requirements (H&H, Aug.); and so will the new FHA terms—if we can get FHA money.

It's the same price story almost everywhere
— and all these bargains are close in town



ATLANTA

\$11,000

Just outside the city limits (8 miles from downtown) this one-floor house has 1,050 sq. ft. Landscaped lot is one-quarter acre.



DALLAS

\$10,000

Built in 1932, this brick home is just five minutes from downtown via expressway. The price buys 1,000 sq. ft., six rooms.



DETROIT

\$12,200

Eight years old, this five-room house has a full expansion attic, annual taxes of only \$220. It is 11 miles out, 30 minutes drive.



PORTLAND

\$11,950

Built in 1923, this house in Oregon is one mile out with good bus service, shopping, schools. Three bedrooms, 1,320 sq. ft.



MILWAUKEE

\$12,600

Built in 1941, this frame and cedar shingle house has two bedrooms, one bath and separate dining room. Garage included.



COLUMBUS

\$11,750

Five miles west of center of town, this typical one-floor house is 832 sq. ft. Within seven blocks of schools, churches, shopping.



KANSAS CITY

\$14,000

This 1925 J. C. Nichols' development house has seven rooms in 1,200 sq. ft. and is only half as far out as today's new houses.



LOUISVILLE

\$11,500

This four-year-old Gunnison prefab has three bedrooms, utility room and garage on a 120' x 150' lot that is heavily landscaped.

continued



Look how people are shopping before they buy! So...

ADVICE NO. 2

Design your houses to cut your costs

Design for sales should begin with design for savings. Too many builders price themselves out of their market by not designing and planning for every economy.

From coast to coast, the builders who offer the most value for the money are getting the most sales—whether their style is Colonial, Modern, or Cinderella.

Home seekers are shopping for values as never before. They are shopping so long and so carefully that it often takes 500 lookers to make one sale.

Before they buy they spend Sunday after Sunday tracking through new house models. They look at a dozen old houses and ask costs for fixing them up. And then they think long and hard whether to spend their money for a house or to spend it for other things.

These shoppers have more money to spend than they had a few years back. (The Federal Reserve says the average home buyer had \$5,640 a year in 1956 vs \$4,060 in 1947-49.) But they also have more ways to spend their bigger incomes. Some of them will buy a new home; some will buy a used home; some will try to fix up their present homes. Too many—alas!—will decide they can get more for their money if they spend it for new cars, new clothes, new amusements, or better vacations.

There are scores of good new ways to cut costs without cutting values. There are scores of good new ways to build better for less.

Most of these savings depend on more careful design and more careful planning. Most of them start on the drafting board. The right architect and the right land planner can save you far more money than you can squeeze out of your subs and suppliers by forcing lower bids on a wasteful design.

Check your own houses. Are they planned for all these savings ?

- DESIGN SAVING NO. 1** Are your rooms dimensioned to the even foot to fit the standard size of your materials without cutting or waste? (H&H, June)
- DESIGN SAVING NO. 2** Is your structure designed to cash in on all the twelve savings offered by trusses? (H&H, June)
- DESIGN SAVING NO. 3** Are your floor plans at least 32' deep? (That gives you close to 200 sq. ft. more good space above ground for little more cost than dark space finished in the basement.) (H&H, Aug. '55)
- DESIGN SAVING NO. 4** Is your wiring planned to use all 34 ways to wire better for less? (H&H, Sept. '56)
- DESIGN SAVING NO. 5** Are your walls detailed with double 2x6 headers to save on the openings? Are your windows grouped and sized to fit your framing and your wall materials? Or are you still wasting money fitting your walls to your windows? (H&H, Jan.)
- DESIGN SAVING NO. 6** Does your layout put at least one bath back-to-back with other plumbing in cheap inside space? Are you ready for next year's savings on above-the-floor plumbing? (H&H, Mar.)
- DESIGN SAVING NO. 7** Do your plans give you maximum savings from factory assemblies and minimum waste of on-site labor? (H&H, June)
- DESIGN SAVING NO. 8** Do your plans dovetail into your schedule so you won't waste \$4-an-hour labor looking for materials and moving them around? Is your lumber delivered pre-cut in the order your carpenters will use it? Is your dry wall and plumbing unloaded right inside the house? Is your roofing unloaded on the roof? (H&H, Jan.)
- DESIGN SAVING NO. 9** Does your design feature a big roof to make your houses seem much bigger than they really are? (This is just about the neatest and least expensive way to give home buyers the big-looking house they all want. It will also cut their maintenance and repainting costs, let them leave the windows open in the rain, keep the glass cleaner, and keep the house cooler with or without air conditioning.) (H&H, Sept. '56)
- DESIGN SAVING NO. 10** Does your site plan offer your buyers full use and enjoyment of your expensive land? Do you double the seeming size of some of your rooms by tying in a private space outdoors? (H&H, Aug. '56).

continued

ADVICE NO. 3

Don't cling too long to last year's best selling design

Houses are style goods, as surely as cars or clothes.

Fashions in houses change slower than fashions in women's dresses, but they change faster than fashions in men's suits. And they never stop changing.

And any good appraiser knows that the style that proved the very best mortgage risk 20 years ago, or even ten years ago, is not such a good mortgage risk today. It may have to be marked down as a back number long before a new 30-year mortgage written now can be amortized out. (Conversely, the kind of house that will be a best seller in 1965 is a bad selling risk today—most people aren't ready for it.)

The home builders' most common mistake is to stick to their last design until the public refuses to buy it.

ADVICE NO. 4

Watch your timing

Don't get ahead of the styles.

Chrysler knows right now what its 1960 models will look like, but 22 years ago Chrysler learned the hard way not to bet big money on styles the public is not yet ready to buy. Chrysler will never forget the multi-million dollar, 1935 flop of its streamlined Airflow—the postwar design it tried to sell twelve years too soon.

Conversely, don't lag behind the styles.

General Motors is losing half a million sales this year because General Motors stuck too long to last year's models and tried to sell 1956 design in 1957.



Mary Lohmann

1840...

saw the Gothic revival, which 1) freed house plans from Greek revival formalism and 2) introduced the wooden scrolls and fretwork that later degenerated into gingerbread. Above is the lovely Harrel-Wheeler house in Bridgeport, built in 1846. It has been called "the finest surviving example of the Gothic revival" and "one of our unrecognized national monuments," but now, alas! the city wants to tear it down to make room for a modernistic city hall.



These houses were
right in style
100 years ago



The Bettmann Archive

1850...

brought the Italianate villa, imported by way of England. America had some trouble translating the stone models into frame construction, but the new style permitted still freer floor plans and introduced such welcome innovations as overhangs, terraces, and big porches (called piazzas) accessible through floor-to-ceiling windows.



Any good appraiser could tell by the style
just when each of these houses was built

The Bettmann Archive



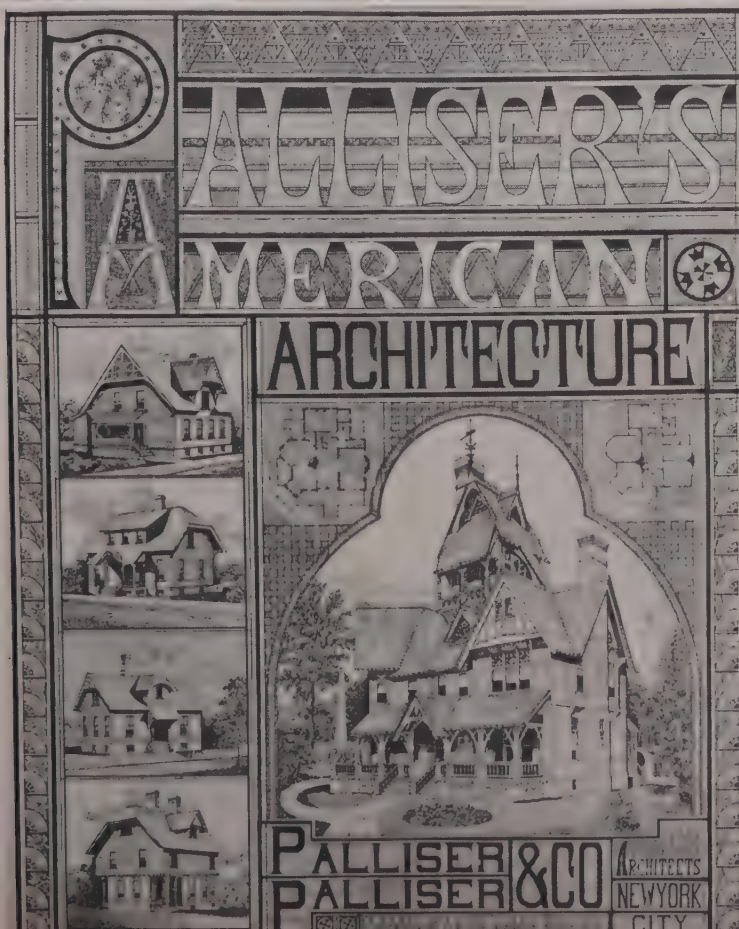
1860
was the
silly season
of the Mansard roof,
invented in France
200 years before to
make attics more livable
This was also the
apogee of gaslight
(explained in the
cutaway drawing above)
and in this decade
central heating was
born in the
snow belt
of upstate
New York.





1876...

was the heyday of President Grant and carpenter Gothic run wild,
but don't blame the carpenters for everything they built.
The house above was built in Newport and designed by the most fashionable
architect of the time, Richard Morris Hunt.



1886...

saw some of this exuberance tamed
by fine architects like H. H. Richardson
and William Ralph Emerson,
who designed shingle houses
like the Bar Harbor cottage by Emerson, above,
in a style they called Romanesque
after the stone churches
of 11th Century France.
But the architecture
shown in the 1886 plan books, left, looks
pretty wild today.



continued

ILLUSTRATIONS FROM ORIGINAL PHOTOGRAPHS

THE ORIGINAL DRAWING:



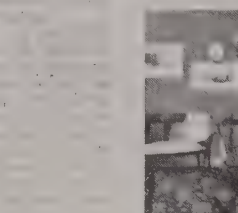
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IN NO ROOM OF PRIZL HOUSE



ROOMY PORCH OF PRIZE HOUSE

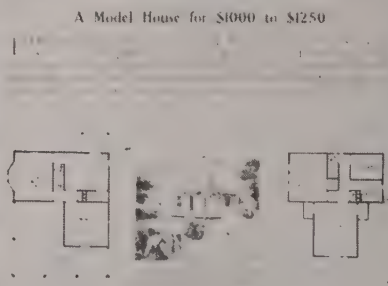


RECEPTION, PAUL COLSON, 1971.



1

THE description of "A House for a Thirty Foot Front" which can be built anywhere in America for some \$8,800, and in the full size of 40 feet front for \$10,000, is given on page 22, and is shown below. A kitchen, sitting room and the hall were also shown.



A Model House for \$1000 to \$1250

THIS view of the situation in Pennsylvania is shared by those of House No.



A MODIFICATION OF A JOURNAL PLAN

...the most important thing I've ever done in New York, by Carrie R. Towler, 1920, 128 pp., \$1.00. The author's first book, *My January's Love*, was published in 1917. It was a success, and this book, which is a sequel to it, is even more successful. It is a story of a girl's life, from her childhood to her marriage. The author's style is simple and direct, and her story is full of interest and pathos. It is a book that every girl should read.



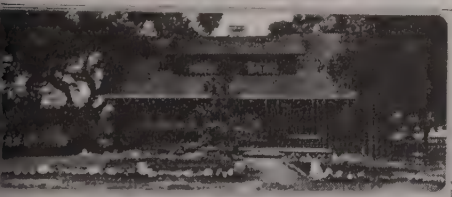
ANALYTICAL INDEX FROM JOURNAL 1945-2

1890

102



The Three-Thousand-Dollar House
 By Julius Shulman, Architect
 1908



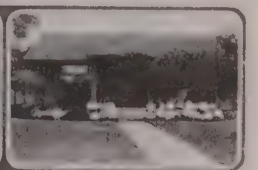
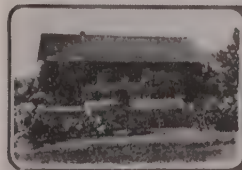
1908...

at last saw a fine new American architecture, inspired by Frank Lloyd Wright, Bernard Maybeck, and the Greene brothers—an architecture conceived in wood to bring out the beauty of wood (instead of wasting our genius adapting Europe's stone styles to America's frame construction). This new architecture found popular expression in the wide spread of the California Bungalow.



continued

The One Thousand Dollar House
 By Julius Shulman, Architect
 1908





And even these nice eclectic houses





are starting to look old-fashioned now



1920-1940

For a time after World War I we got discouraged with our efforts to create something new and decided we would rather have good copies of something old than bad examples of something new. So we staged the revivals to end all revivals. Not content with reviving one style, we revived them all at the same time—Colonial, Dutch Colonial, Norman, Italian, Spanish, Tudor, Half Timber, Jacobean, Georgian and Regency—side by side.

Here are a few examples that appeared in the *Ladies' Home Journal*.



Don't gamble blindly on design changes: open your eyes, look what's coming and play your bets safe

Style changes in houses, like changes in the weather and changes in women's clothes, follow predictable courses. Wherever they may start, from that point they move slowly and surely across the country and down the economy.



Most weather travels from west to east. If you know it was hot in Chicago yesterday, it will probably be hot in New York tomorrow. Hurricanes spin counterclockwise up from the Caribbean—and the weather bureau forecasts their path with very few errors.



Women's fashions start with the high-style designers, mostly in Paris or Rome or New York for formals, mostly in California for sports. At first it's all a big gamble; hardly one new design in a hundred goes anywhere at all. Those few get a whirl in the fashion pages of *Vogue*, or *Bazaar*, or *LIFE*, and next you'll find them featured in stores like Bergdorf, Hattie Carnegie, and Saks; Nieman-Marcus, Neustetter, or Magnin. These smart shops are still taking a chance and often guess wrong, but most of the gamble is gone before Seventh Avenue begins pirating their \$500 models to sell for \$19.95 to the mass market. By that time the women other women copy have made their choice and the new style direction is clear. From Seventh Avenue the new fashions take a year to fan out safe and sure across the country. They spread fast to the better stores, slower to the cheaper stores.



Fashions in houses follow much the same course

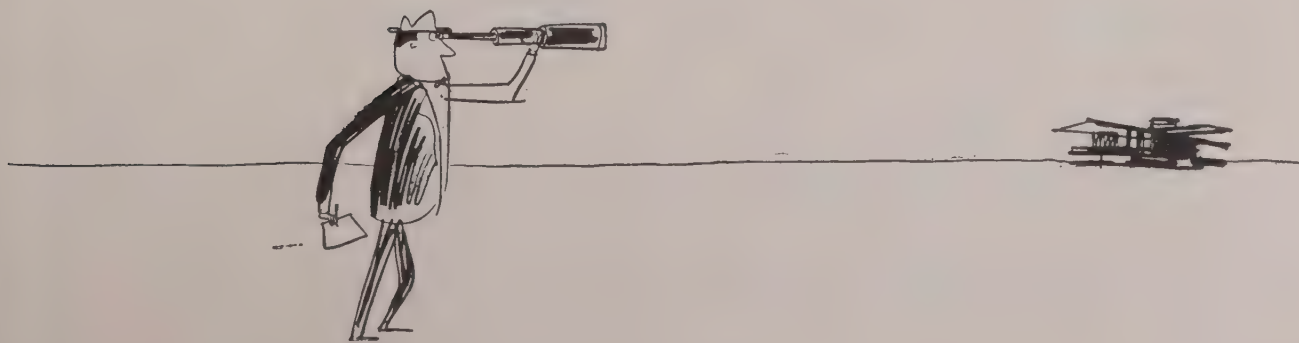
Most new house designs start with the great creative architects and get their first try-out in high priced custom houses. They start in many different places, for no one spot has a monopoly on architectural genius. The best of the new designs are picked up by the magazines and broadcast across the country (that is why HOUSE & HOME shows you so many fine architect-designed houses, to help you spot the new trends long before they reach your town or your price class).

New designs spread fastest to higher priced houses. They seldom catch on in the lower priced market until the higher priced market has accepted them and given them its okay (splits are almost the only exception to this rule).

Next, the new designs get a second custom-house try-out as the best architects in first one city and then another adapt them to local needs and conditions. In these local try-outs some designs catch on here; some catch on there; some don't catch on anywhere. Those that do catch on will soon be repeated in hundreds of other custom and custom-speculator houses.

If they pass that final test, the gamble is over. The builder who follows that tried and tested lead can bet on an almost sure thing.

Some house design ideas, like the patio and the sliding glass wall, start in California; some, like the jalousie, start in the South; some, like the big overhang, start in the Middle West; some (like the split) start in the East. Some move across the country faster than others (it took the split five years to reach Mobile and Salt Lake City). So a style may be on the way out in California when it's still the latest thing somewhere else.



All this gives you plenty of time to see what's coming—if you look in the right direction. Some of the best design ideas that are just coming into wide use now can be traced back to the Prairie houses of Frank Lloyd Wright fifty years ago.

continued

ADVICE NO. 6

Help your home buyers catch up with the local Joneses

The Joneses your prospects want to live like aren't millionaires. They don't have *much* more money.

The Joneses don't live far away. They live within a few miles of where you are building.

The Joneses aren't strangers. The Joneses are your buyers' own friends—or people your buyers wish were their friends.

The Joneses are people whose houses your buyers see day after day. They are people who live a *little* bit better. They are people whose homes are a *little* bit nicer, but not so different that your buyers can't imagine themselves living that way.

Five-year-old children don't wish they were ten; they wish they were six or seven, so they could have two-wheel bicycles and go to bed a little later.

Ten-year-old boys don't want to be 17 and go dating at night; they wish they were twelve, so they could run faster and throw a ball farther. For somewhat the same reasons:

People with \$5,000 a year don't want to live like bank presidents; they want to live like their \$7,000-a-year friends, in the kind of houses their \$7,000-a-year friends have.

People with \$7,000 a year don't want to live like the Vanderbilts; they just want to live like their \$10,000-a-year friends. These are the Joneses they want to keep up with.

If you want to sell houses to people who can afford \$20,000, study the \$30,000 and \$40,000 custom houses built four or five years ago in the better neighborhoods these prospects see and visit—the houses where your prospects get their ideas of how the local Joneses live. Then work with your architect to see how near you can match these lived-in \$30,000 houses for \$20,000.

If you want to sell houses to people who can afford \$15,000, study the \$20,000 neighborhoods your prospects visit—instead of the \$40,000 houses.

Don't try to sell new design ideas to the mass market until the better-house market has made them first acceptable and then popular.



Is this house traditional?
No, says the dictionary.



Is this house traditional?
Yes, says its designer.

ADVICE NO. 7

Don't believe what your buyers say about style

Not one woman in five (and not one man in ten) knows what she is talking about when she says she wants Traditional.

Says Shannon Van Druff, inventor of Cinderella: "My houses jibe with most people's idea of Colonial and Early American architecture."

Van Druff's own definition of Traditional is a house that "borrows quite heavily from Eastern or Southern Colonial, Early American, a little Swiss Chalet, a little English, a little French Norman. To these we add our own flair for design. We originate none of these ideas, but just put them together in a way never done before!"

The dictionary says traditional means "handed down without written records." This is just the exact opposite of the applied archaeology needed to import alien styles like French Provincial or to revive dead styles like American Colonial, so Van Druff's definition is probably no more wrong than the definition many architects would give.

To most home buyers Traditional means "any kind of house except the kind of Modern* that I don't like."

If that's what they mean by Traditional, then it's true most people today want Traditional. They are fed up with bareness and big plain surfaces. They want enrichment; they want texture; they want some intimate scale; they want some ornament.

But very few of them have any idea what real traditional styling is, so how can they want it?

What they really want they can get in many contemporary designs without paying extra to have their homes look as if they had been built 100 years ago in France, 200 years ago in New England, or 300 years ago in Old England.

*"Modern" usually means something bad to home buyers. If they like a Modern house, they probably call it Contemporary.

continued

Westover:

... the "very good house" that
Planter William Byrd built in 1730-34.

Says Richard Pratt:

"The morning sun over the James River
lights up one of the loveliest facades in America
and shines on one of the
most beautiful doorways in the world."

THESE FINE EARLY AMERICAN HOMES

... are part of our rich inheritance from another age,
an age when wealth was more concentrated
and land almost its only investment,
an age of hand-made brick,
hand-pegged boards and hand-carved details,
an age when craftsmen were truly craftsmen
and skilled carpenters were glad to work
for much less than \$1 a day.
They reflect a way of life
when time flowed quietly and servants were plentiful.

No contemporary architect would question
the charm and beauty of these houses.
But many would question the need,
wisdom, or economic sense of
trying to make houses built in our own age
of factory efficiency and \$3.60-an-hour carpenters
look as if they had been erected
in the era of candle-light and stage coaches.
So we close this color portfolio ...

with five contemporary houses

... which make good use of today's very different economies
and today's new skills and materials
to rival the charm and beauty
of our early American heritage.

The color photographs in this portfolio of Early American homes were, unless otherwise noted, taken by Richard Pratt, Architectural Editor of the *Ladies' Home Journal*. They were first published in that magazine and later in *A Treasury of Early American Homes* and *The Second Treasury of Early American Homes* (McGraw-Hill, \$10). They are reproduced here through the courtesy of Mr. Pratt, the *Ladies' Home Journal* and the McGraw-Hill Book Co. Inc.

The color photographs of Taliesin and of Alfred Parker's own house are by Ezra Stoller and are reproduced through the courtesy of *House Beautiful*; Wachenheim house in New Orleans by Frank Lotz Miller through the courtesy of *Town & Country*, and the house in San Francisco by Julius Shulman through the courtesy of *House & Garden*.

continued





The great entrance hall with its carved staircase and pine paneling has been called the finest in America.

Carter's Grove

This magnificent
Colonial mansion
was built two centuries ago
near Williamsburg.
Monumentally framed
by enormous tulip poplars,
it faces out
over the James
from the topmost
of its terraced lawns.

continued







These identical houses were built on the main street of Nantucket in 1838, at the height of the Greek Revival style and at the height of Nantucket's whaling wealth. Says Talbot Hamlin: "The effect is exactly that intended by the builders a century ago. There is a definite sense of composition, a harmony in design, a careful choice of materials."



This simple but gracious Cape Cod house was built in Sandwich in 1730. It is a "Captain's House" or "Full Cape." Most Cape houses were "Half-a-Capes" only two windows wide with the chimney at one end.

The Nicolson house was built in Williamsburg in the 1750's. Modest in scale, details like the dormer windows, white clapboard walls, and simple lights over the front door tie it to more elaborate houses.



These four houses reflect 120 years of growing wealth

The style change from the simple Colonial of the earlier settlers to the Federal style of the young republic brought a great increase in the use of classical details (copied from handbooks because architects were so scarce). In the 1820's, the Greek Revival succeeded the Federal style in both New England and the South and became the first of many 19th century style revivals.

The Sheldon house in Litchfield, Conn. shows on a single facade the transition from the plainer New England Colonial to the richer architecture of New England's Federal style. Built in 1760, it was simpler in appearance until 1800, when the cornices under the eaves and over the first story windows were added, along with the columned entrance under the graceful Palladian window and pediment. Incidentally, George Washington really slept here.

continued





*The "living hall" of Brandon,
Prince George County, Va. 1765.
The low flat arch anticipates
the accent on curved forms
of the Federal period (1780-1820).*

Indoors...

... the full wealth of
the Early American house
reveals itself.
Greek columns, graceful archways,
carved cornices
and sparkling chandeliers
made these rooms
elegant and elaborate.

*The upstairs sitting room
of the Russell house, Charleston, S.C. 1807.*

*Says Richard Pratt:
"The cornices over the windows
and around the ceiling
are all encrusted with
delicate Adam ornamentation
reminiscent of the jeweler's art."*





The double drawing room of the Carrington house, Providence, R.I. 1810. The elegant plaster work in the ceiling shows the Adam influence common to this period.

Classical details...

... are the hallmark of these rich interiors, whether they are carved wood pilasters that frame a fireplace (right) or the flowing lines of the broken pediment over all wall openings (top).

A drawing room, Carter's Grove. All the famous paneling in this house—pine, walnut and poplar—was carved from timber grown on the plantation.



continued



Stanton Hall

Here is the last rich architectural flowering of the slave-owning ante-bellum South. The builder chartered a whole ship to bring its materials from Europe—solid silver hinges, knobs, and key plates from England, tons of lacy iron grillwork and white Carrara mantels from Italy, bronze chandeliers from France to hang from the 22' ceiling in the 72' long drawing room. Stanton Hall was sold for \$9,700 in the boll weevil depression.



Contemporary design
in America started with

*Frank
Lloyd
Wright*

Here is a new sense of shelter
under the great roofs,
a new sense of openness
as the box is broken open,
a new use of today's
mechanisms and methods,
a new respect for
the nature of materials,
a new integration with the land.

P. E. Guerrero



Above, Frank Lloyd Wright's Neilsen house, Minnesota

Below, Taliesin, Wright's own house at Spring Green, Wis.







Today's architecture...

... makes up for the loss of yesterday's rich and costly detailing by a surer use of color harmony and color contrast, by a more expert interplay of planes for space in motion, by making structure do double duty as decoration, by wide use of glass to open up the walls, and by bringing nature indoors to provide a fantastic and ever-changing variety of decoration.

*Left: A house in San Francisco. Architects: Design Assoc., Inc.
Above: Architect Alfred Parker's own house in Miami.*

On the following page: A house in New Orleans. Architect: Frederick Dunn.



ADVICE NO. 8

Don't try to sell "elegant simplicity"

Mass market buyers don't understand it. They don't like it. They won't buy it.

For that matter, upper income families don't often like it either. That's why Cadillacs flash even more chrome than Chevies.

And if your buyers did want elegant simplicity you could not give it to them at their price, for elegant simplicity comes high.

The most elegantly simple house ever built in this country was designed by the great Mies Van der Rohe for Dr. Farnsworth (H&H, Oct. '51). It has only one room, and it cost \$70,000.

But for lower priced houses you can't afford such precision of workmanship and quality of materials, so you usually need mouldings to cover the joints, and you usually need more decoration and texture and more use of color to keep people from noticing inevitable little imperfections. That's one reason Cinderella sold so well—all the gingerbread keeps home buyers from seeing that under the applique trim the houses are just low cost stucco (with shakes on the street side of the roof but shingles in the rear).

In low cost houses simplicity usually spells, not elegance, but plainness. It spells the kind of bare house home buyers are revolting against from coast to coast. That's why Los Angeles has gone Cinderella. That's why Kansas City is talking French Provincial. That's why Houston is even buying New England Colonial, a very bad style for the Houston climate.

Elegant simplicity is fine for the Japanese, a very poor people whose ancient culture taught them to make the most of very little. It was fine for the Germans after 1918, newly poor after losing World War I. But rich peoples always have and always will want to show off their wealth in their homes—and Americans today are the richest people the world has ever seen.

The day the auto makers take the chrome and fins off the new cars—that will be the day to start thinking about taking ornament and decoration off our new houses.

George H. Steuer



© Ezra Stoller



continued

ADVICE NO. 9

Don't bet too hard on any one style

In every market there are some families who want to show off how up-to-date they are. These families want to keep ahead of the styles. The more extreme the style, the quicker they will buy the house.

Some builders develop a fine business selling advanced models to this avant garde. A few years back Los Angeles Builder Ray Hommes amazed his competitors with the fast sale of his Modernistic tract—until overnight he ran out of buyers and had to go back to more conventional design. In Palo Alto Builder Joe Eichler has built a sound 500-house-a-year business with fine Modern homes. But is the Bay Region ready for more than one Eichler? More conservative models still outsell Modern there by 20 to 1.

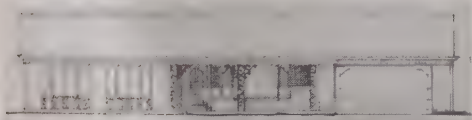
In every market there are also some families who want to impress people with what solid citizens they are—the kind of people who never step out of line, the kind of people who would be good credit risks and acceptable country club candidates. These people are as conservative in their houses as in their manners.

That explains why you keep hearing about builders who have made a hit with Colonial (or French Provincial) in a market where most builders are selling ranch houses or splits. But if all the builders rushed off to build Colonial too, they would soon run out of buyers who want 1776 styling.

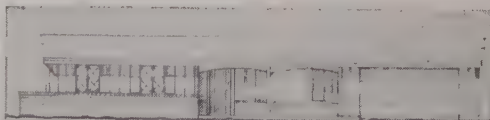
Listening to the ultra-modern minority you might think no sane person would want anything but an all-glass flat-top. Listening to the ultra-conservative minority you might think no decent citizen would want anything but pillared Colonial or French Provincial.

If you are building enough houses to offer a choice, by all means include some very modern houses for the people who want their houses to say "Look how up-and-coming we are," and include some traditional houses for the people who want their houses to say "Look how safe and sane and respectable we are." There is no good reason why all your houses have to be the same style, provided you don't put them too close together and provided a good architect fits them neatly into the landscape and the streetscape.

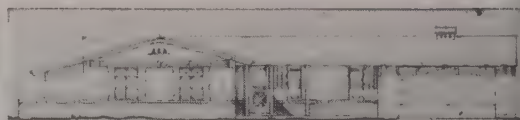
So Auburn Homes in Rockford, Ill. offers a choice of five styles all for the same price



French Provincial



Contemporary



Swedish Modern



So Don Scholz offers:



Colonial



Contemporary

So National Homes offers:



Colonial by Royal Barry Wills



Contemporary by Charles M. Goodman



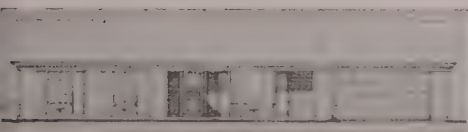
Cape Cod by Emil Schniedlin

But if you build few houses, stick to the middle ground

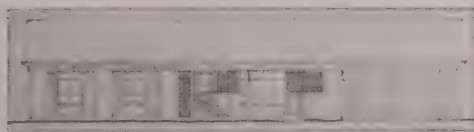
Most people just want a good 1957 (or 1958) house—a house planned for low maintenance and easy housekeeping, a house with good resale value, a house planned for servantless living, more children, and more enjoyment of outdoors, a well designed house the woman can be proud to decorate and call “darling.” They want all the house and all the conveniences they can get for their money, and the only way you can give it to them is to make the most efficient use of today’s materials and today’s methods.

They don’t want their houses to look ultra anything, and they don’t care much about period styling—past or future.

And here is what buyers pick:



Colonial



Classical

French Provincial	35%
Contemporary	30%
Swedish Modern	20%
Colonial	8%
Classical	7%

Photos: Hedrich-Blessing



Don't knock yourself out bucking local preferences

Don't expect to sell California Modern for many tract houses in Connecticut, where the country club set will take only Neo-Colonial.

Don't try to sell Colonial around San Francisco, home of the Bay Region style.

Don't be surprised that Southern California went crazy over Cinderella. Los Angeles has always liked its decoration lusher than San Francisco, and Los Angeles gave birth to Googie architecture long before it conceived Cinderella.

Don't try to sell Texas off brick. Don't try to sell Minneapolis off basements yet. Don't try to sell the prairie states off pitched roofs in '58.

Sooner or later your market will accept all the ideas from elsewhere that really make sense for your local climate and your local way of living. But that is no reason any merchant builder should go broke this year trying to speed up local acceptance now for design changes your market will accept readily in a few years, after it gets accustomed to seeing the new designs in national magazines and local custom-built houses.

Many local preferences make good sense*. For example:

Three centuries ago New England invented a new architecture all its own because the English half-timber house (which was all the first settlers knew how to build) could not keep out the New England rain or the New England cold. Perfected through many generations, that native architecture still suits the unchanging New England climate, where it is more important to keep bad weather out than to let good weather in. Today New England is modifying its architecture to work in many new ideas developed elsewhere, but it is not yet willing to substitute a whole new imported style.

* The one local prejudice that makes no sense at all is the thousands of Iowa houses built in California and the thousands of Ohio houses built in Florida because first-time buyers newly arrived from the Middle West did not know enough not to want the kind of house they were accustomed to back home.



This is a California custom-built house by Architect William Wurster.

In our own century California has invented a new architecture all its own because no eastern style suited California's climate and California's indoor-outdoor way of living, and no eastern style took advantage of California's redwood—an abundant wood that will weather without painting.



This is a builder's model house in Miami by Architect Rufus Nims—see page 234.

Florida is now inventing its own architecture because California design is proving almost as ill-suited to Florida's climate as the earlier imports from cold New England and rainless Spain. In California, indoors is still more important than outdoors—for half the days and all the nights it is too chilly to sit in the patio unless the floor is heated. In Florida, outdoors is more important than indoors—for often ten months of the year everyone wants to live outdoors night and day. In Florida, the problem is not cold, but heat, rain, hurricanes, and bugs, which it is countering with a new architecture of screens, jalousies, overhangs, and concrete blocks. Florida is creating something completely new—to give outdoors all the comfort and luxury of indoors.

In like manner the hot South long ago invented its own architecture of tall columns, high ceilings, porches, and raised floors; Pennsylvania developed its own architecture of native stone; the temperate but rainy, well wooded Northwest is even now developing a new architecture to fit its climate, use its materials, and enjoy its views.

Bricks and masonry make more sense in dry climates than anywhere else, for they cool the house by day and warm it in the chill of the evening. And if deep cellars make sense anywhere today it is in the cold North, where foundations must go deep to get below frost.

continued

ADVICE NO. 11

A house is not a home just because it is filled with attractive gimmicks

And a house is not salable just because it is packed with good sales-building features.

A house is only half a home unless it is part of a good neighborhood. You can't move your lots to a better location, but a good land planner can help you make your present location a lot better.

A house is only half a home until you make it one with its land and make its land as nice as the building, so people get full use and pleasure of their homes outdoors as well as indoors.

A house is only half a home unless its rooms are zoned for sleep and work and play, for quiet and for noise. A house is only half a home unless its plan saves space and steps. A house is not a good home if its living room must do double duty as a throughway.

A house is not a home until all its good features are packaged and coordinated in a whole that is greater than its parts.

The three essentials of good architecture are coherence, emphasis, and balance. And the more gimmicks and sales aids you ask your architect to work into his design the tougher you make the challenge to his skill.

Without a really top-flight architect's help, all your fine features may just add up to a costly jumble few women would want to buy.

ADVICE NO. 12

Here are 3 big reasons for Contemporary

1. "Only the new look of Contemporary design can dramatize the new advantages offered by tomorrow's house. The auto makers learned long ago that the new look of their new model is essential to make people dissatisfied with their old cars.

2. "Contemporary design grew out of today's new methods, new materials and new economies. Once mechanics catch on to these new methods, houses should cost much less to build. In our time of high-cost labor, the intricate details evolved in cheap-labor handicraft at times are apt to cost more than they are worth. What we need is an architecture based on simpler assembly of better parts.

3. "Contemporary design expresses naturally many popular new features like roof overhangs, large window areas, etc., which are sometimes difficult to graft onto houses restricted by period styling.

But . . .

"It is perfectly possible to build a good house that will look as if it had been built in some other time or some other country—Colonial or Cape Cod, or Spanish, or French, or Dutch, or Western Ranch. What makes a house good is not its style, but the amenity and livability it offers."

*This is the unanimous agreement
of all the top flight architects, appraisers,
builders, dealers, lenders, and manufacturers
at the HOUSE & HOME Round Table
on Tomorrow's House
(H&H, April '53).*

continued

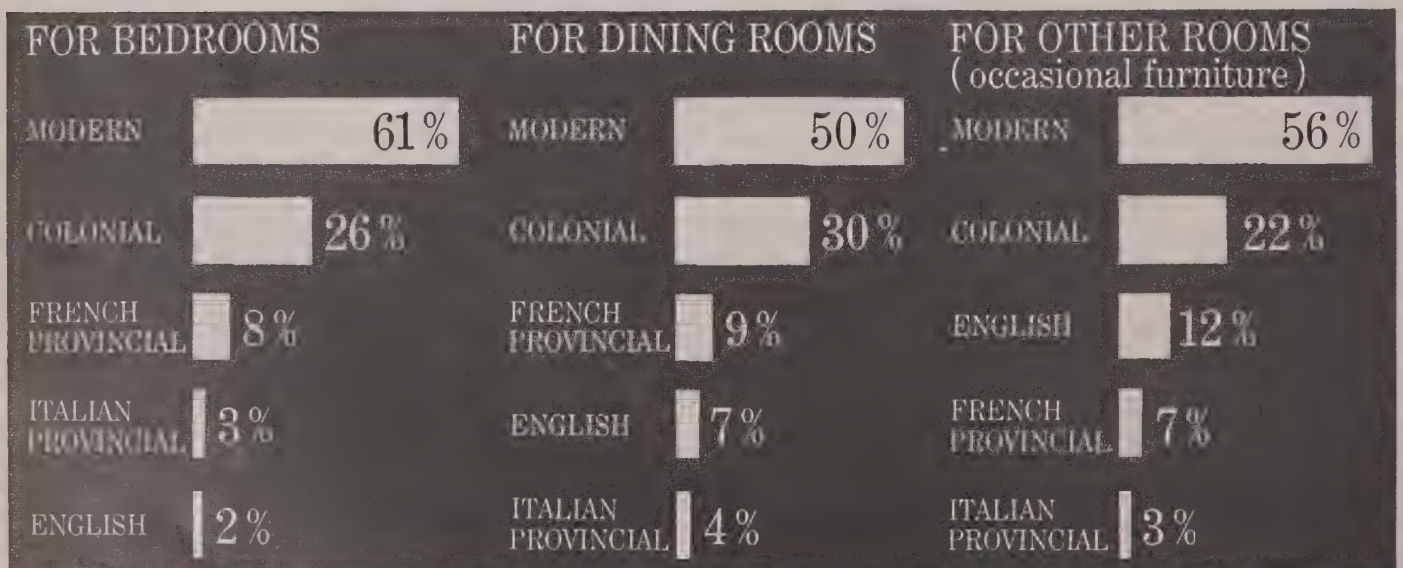
Don't sell Contemporary short until you see what your local furniture stores are selling

If your city is typical, a lot of people who talk Traditional are putting their furniture dollars into Modern.

Design trends in furniture often show which way popular taste is moving. Trends show up faster in furniture than in houses, for furniture is a smaller purchase and people buy it more often.

In most cities today Modern furniture is now outselling all traditional styles combined, according to the editors of *Home Furnishings Daily*, who polled the buyers for 382 furniture and department stores in 102 cities in 39 states.

Modern is first choice for every room in the house. Here is the score:



But 79% of the buyers told *Home Furnishings Daily* the public wants a "softer" Modern. This shows the same trend away from severe Modern that architects and builders report in houses.

A few years back home buyers were saying, "I want a Traditional house because all my furniture is Traditional."

But now if Modern furniture continues to outsell all other styles combined, before long home buyers may be saying, "I want a Modern house because all my furniture is Modern."

Follow the new ideas the big consumer magazines are pre-selling to millions of women for you

These magazines do for our industry a free selling job that costs every other big consumer industry many million of its own dollars.

General Motors, Ford, and Chrysler are spending more than 10% of their car sale income (well over \$200,000,000 this year) to make car owners want new cars so as to get their new design or their new features, even if they already have a good car only two years old.

The home building industry is bigger than the auto industry, but it spends less than a tenth as much for advertising.

The only big sell our houses get is the sell the consumer magazines give us.

Month after month the magazines are getting millions of women accustomed to seeing and liking new designs that often seem strange at first. They are explaining new plans that make living friendlier and housework easier, showing new materials, new appliances, new comforts. In brief, they are dramatizing a new way of life that calls for a new kind of house.

These magazines are the mainstream through which new design ideas flow from state to state. Without them Connecticut would be even slower to adjust its architecture to changing times and the Middle West would be an even drearier desert of architectural conservatism.

Any builder who fails to follow the new ideas and the new designs the magazines are pre-selling for him is helping our industry waste the greatest free promotion in America—a free promotion that is the envy of every other industry.

And waste it is just what most builders do.

On the next 15 pages you will find a portfolio of the new designs and the new way of life the magazines are teaching more and more of your prospects to want.

continued



House Beautiful says:

"People want home to look like home—not like a factory"

If there is any lack of enthusiasm for modern architecture among house buyers, it is because they have been offered the wrong kind of Modern—a kind of Modern that is about as homey as the latest gasoline service station. Buyers want their homes to look like homes—not like factories. They want the security of enclosure and a withdrawal to an inner place of peace.

"They definitely feel repelled by houses which use the architectural idioms and building materials of office, industrial, and public buildings.

"There is another kind of modern architecture not

associated with anything but residential work, so it is still possible to have progress in house design, rather than a throwback to quaintness and gingerbread. *Such a throwback could really harm home building for it makes new houses look like old houses. That is not how to speed obsolescence and breed new customers.*

"House Beautiful is very careful to show its readers only the warm, friendly type of modern house. It avoids, as a definite matter of policy, the 'Machine for Living' architecture. Its last Pace Setter house, shown here, is an example of how this type of Modern looks."



Here is

**Editor Elizabeth Gordon's
Advice to Builders:**

"If the builders' attempts to sell Modern have failed it is because their houses were not really Modern, but had only the outer trappings of phony Modern, which many people call 'Modernistic'. If the builders would offer the real modern architecture—the kind *House Beautiful* shows—people would flock to it, for it is warm, homey, functional and endowed with a sense of security and peace.

But builders must know and understand more about this breed of modern design than just its looks—for its looks are just the outward expression of inner solutions to the problems of site, room relationships, access, climate, privacy, and other human needs. If these basics are not solved, the look of Modern cannot be pasted on the elevations like an actor's make-up. Following Hansel and Gretel can only lead the builders down a dead-end road."

continued





House & Garden is featuring

"Contemporary design with a warmth of living that suggests Traditional"

For example, this house that
Builder-Designer Cliff May has just
built for himself . . .

"puts familiar furnishings in a shell
that is new, but the pitched roof,
stone walls, and open rafters
all have their roots in traditional architecture,
as does the big hearth.

"This house has terrific scale,
but the idea of overscale is suitable to
most people. The greatest luxury is space,
and May has used
many devices to get away
from any feeling
of being closed in."

He carries the sense of spaciousness into
even the smallest rooms—
by giving each room its own
private outdoor extension
through the glass (see plan).

Inexpensive materials
help make the large house possible,
give it much of its rich texture,
and make maintenance easier.
Pine, split along the grain, was used
for the ceiling of the enormous
living room (photo, left).

And almost
every room except the master bedroom
has quarry tile flooring.



continued

Main terrace is shared by the master bedroom and living room (below). It faces northeast, has radiant heat for year-round use.





Terraces open off both living room and master bedroom. Huge overhangs, plus screened-in porch protect from sun, rain, and insects.

Better Homes & Gardens is pre-selling these features:

This is *Better Homes and Gardens'* 1957 House of Ideas, to be built in 71 communities. Wurster, Bernardi and Emmons, architects.





T-shaped plan puts daytime and nighttime living in two separate wings. The kitchen is easily reached from family room, porch, or outdoors, so there are plenty of handy eating places.

Says B H & G, "The public has accepted the best features of Contemporary, and will go along with all but the extremes."

The more formal living room opens directly to a covered terrace through sliding glass doors.

- 1 indoor-outdoor living,
- 2 space to live informally,
- 3 lots of eating places, all close to a central kitchen,
- 4 an ample family room,
- 5 a smaller, more formal living room,
- 6 good-sized bedrooms with bigger windows and lots of storage,
- 7 built-ins,
- 8 spreading low-pitch roofs,
- 9 floor-to-ceiling windows.

continued





Ornamental windows give summer shade to windows on both floors. Red gravel adds a pleasant note of color and is an inexpensive way to extend terrace.



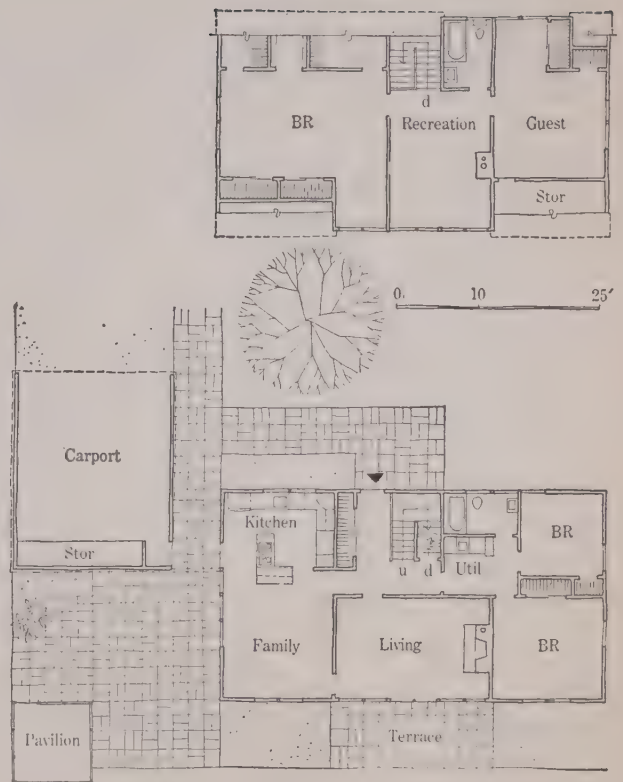
Second story part of plan is actually over only the living room, gallery, and part of kitchen. First floor's bedrooms, entry, and most of kitchen are only one story high. Red gravel provides a walk around most of the house and ground covering for the service yard.

The Ladies' Home Journal is showing the two-story house

Because with today's larger families, the two-story house "will always have room for one more—within reason. But the rooms to grow up to are built in at the beginning." The two-story house "grows upward instead of outward. For it is just as much a fact today as it was in the past, and will be in the future, that more room upstairs is less expensive than more room on one floor—less expensive to build, to heat, to maintain. And far less expensive for future expansion." The house across the page is really a three-bedroom house on one floor, but it still has two extra bedrooms upstairs. Says the Journal:

"If this expansible upstairs had been added on as a wing it would have cost three times as much."

The play room and guest room of the house below could just as easily be bedrooms (see plan, right), making this also a five-bedroom house.



continued

The house below avoids "traditional" gimmicks by grouping dormer windows under shed roof, using board-and-batten siding.

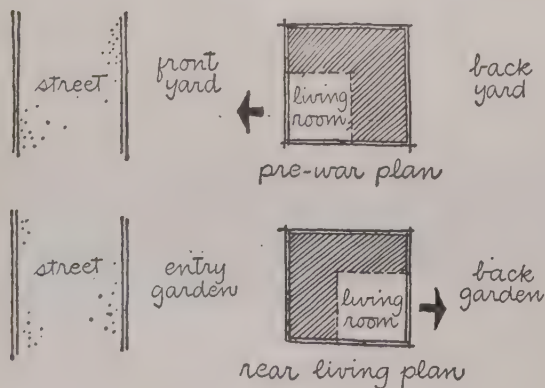


Sunset magazine reports 23 changes in the California house

Says Sunset: Since the war the West has raced ahead of the rest of the country in the development and adoption of new housing ideas. Such features as interior skylit bathrooms (still considered pretty radical by many eastern builders) and such plan changes as rear living are becoming commonplace in one western community after another.

The new ideas appeared first in custom designed, one-of-a-kind houses. Only slowly has the builder developer picked up such innovations as the open plan, the glass wall, the clerestory window. Here are the changes since the war in the Western house. Together they sum up what has happened in the West in the most revolutionary decade and a half our building industry has seen.

CHANGE NO. 1 More rear living: nearly everybody likes it



In many western communities 100% of the new houses face the living room on a private rear garden. This idea has caught on fastest in California, more slowly in the Northwest; faster in larger houses than in cheap ones.

CHANGE NO. 2 Less space, but more efficient space

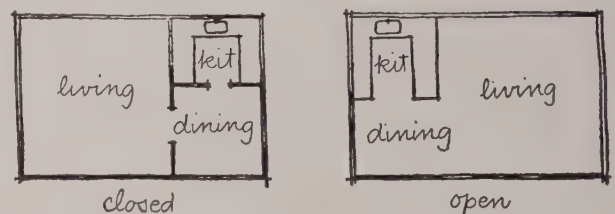
The comfortably loose space organization of many prewar homes has disappeared, possibly for good.

Before the war, small builders dominated the home building industry. Building was a highly informal and individual business and a few extra square feet didn't matter too much.

Today, mass builders set the house building pace; competition is keen; costs are high and going higher. One result is a squeeze on space. Bedrooms, bathrooms and hallways are all smaller and tighter, "waste" space is eliminated.

This is partially offset by . . .

CHANGE NO. 3 The open plan: most people like it



With an open plan (which usually means that the living area, dining area and kitchen are continuous open space with no intervening doors) you see two rooms at once. This makes a small house seem larger than it really is.

Throughout the West, the open-plan idea is widely popular, though some families want no part of a house without a dining room, others want no part of an "exposed" kitchen.

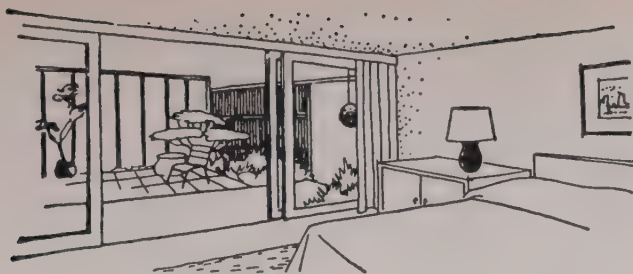
CHANGE NO. 4 Activity areas instead of rooms

In today's house, spaces are arranged around basic activities: cooking, eating, entertaining, playing, sleeping. This approach often results in a dining area instead of a dining room, a family area next to the kitchen, a play area near the children's bedrooms. All this calls for an open-plan house.

CHANGE NO. 5 The glass wall: wonderful if used wisely



Today's floor-to-ceiling glass wall is no mere enlargement of the old picture window. It opens up the house, merging indoor and outdoor space (which makes good sense in the mild climate of most of the West). Glass walls are appearing in almost every room of the house, though the living room is the No. 1 spot.



Glass walls make rooms look bigger, bring garden beauty and (when the house is oriented to the sun's angles) cheerful, heat- and glare-free daylight right into the house.

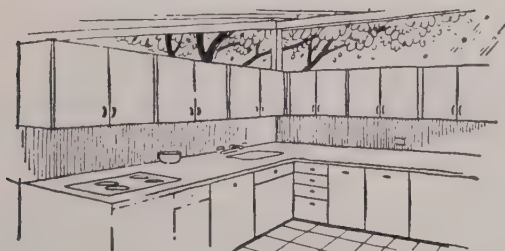
But some builders persist in putting glass walls on the street side, which destroys privacy, or towards the afternoon sun, which lets heat and glare pour in.

**CHANGE NO. 6 The indoor-outdoor house:
it invites you to step outside**

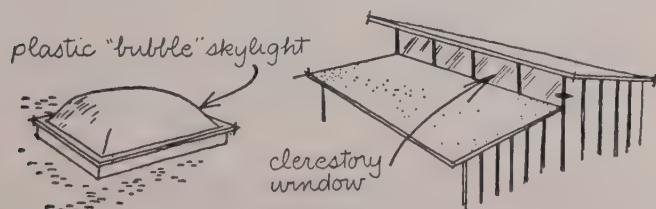


Today's lower floor level—with indoor floor at or near ground level—makes the terrace a simple extension of the house. And a fence or screen planting converts the terrace into an inviting and semi-private outdoor room.

**CHANGE NO. 7 Inside rooms:
you can daylight them**



A few western builders are starting to offer houses with inside baths, sometimes an inside kitchen. The advantages are construction economy and—often—a more convenient floor plan.



One answer to the problem of daylighting these rooms is the high clerestory window. And lately the small plastic skylight has offered a "spot" source of daylight.

Even when today's house looks like a pre-war house (as it very often does), the similarity is likely to be only skin-deep. The house building industry in the West has gone through a revolution since 1941. Small-scale building still goes on,

but mass-production building is dominant, and the mass builder does things differently. Along with the big builder have come many new materials and radically different construction methods.

**CHANGE NO. 8 Slab foundations: but not
everybody likes them**

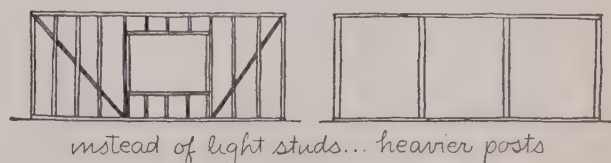
In some California areas, almost every tract house built this year will sit on a concrete slab. What's good about the slab? It saves money and brings the house down close to garden level—two solid advantages. What's not so good? Many people object to the slab's coldness (unless it is heated) and hardness. Others miss a basement. In flood areas, the slab may bring the floor level down too close to ground level for comfort.

**CHANGE NO. 9 The built-up roof:
it means a shallower pitch**

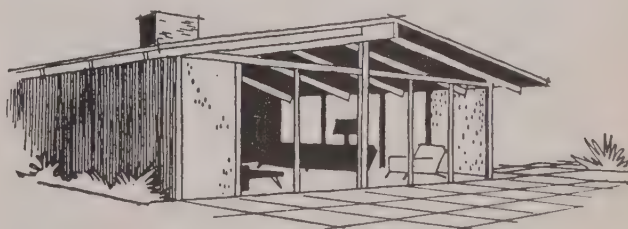
The industrial roof, built up of asphalt and gravel, is gaining fast. It cannot be installed if the roof pitch is steep; this is one reason for many of the low-pitched roofs in the newer subdivisions.

One big argument for the built-up roof: lower cost. One argument against: its looks.

**CHANGE NO. 10 Posts and beams:
they work well with glass**



More and more houses use post-and-beam framing; often with 4x4 posts set 64" o.c.



Post-and-beam construction makes sense if much wall area is glass. Sometimes it gives an open-ceiling house a pleasant sense of rhythm, with post spacing repeated in spacing of overhead beams and rafters. Sometimes this construction also helps reduce costs.

**CHANGE NO. 11 The 4' panel:
it is the new module**

Modular construction has come a long way. The basic module in most houses continues to be 16", the spacing of studs in the wall. But today's builder has an advantage: he works with a whole range of handy panels designed to fit the 16" module. Such panels, usually 4'x8' in size, exactly span three studs on the 4' dimension, six studs on the 8' dimension. The whole panel goes on as a unit, 32 sq. ft. of

continued

material at a time, usually without cutting or other fitting.

What materials come in this 4'x8' panel form? Plywoods for everything from subfloors to wall surfacing, composition roof sheathing, insulation boards of many kinds, asbestos-cement boards, gypsum panels, translucent plastic panels, wood composition hardboards. The list is long and growing.

There have been big advances in improving indoor comfort, particularly in more sensitive heating systems.

**CHANGE NO. 12 More sensitive heat:
there is a wider choice**

Hot air, traditionally the choice for Western houses, is still the most popular. But the systems are much more efficient and sensitive than they used to be. Radiant heat (in the floor, ceiling, or baseboard panels) gains steadily. Perimeter systems offer a combination of radiant and conduction heating.

**CHANGE NO. 13 The air-cooled house:
wider choice, lower cost**

Cheaper and more efficient air-conditioning systems are available. They not only cool the house, they keep it remarkably dust-free. In Arizona particularly, refrigeration is gaining ground. In Southern California and the Central Valley, the heat pump has aroused much interest.

**CHANGE NO. 14 Better use of built-in
climate controls**



Architectural climate controls have raced ahead since the war, with roof overhangs calculated to admit winter sun but keep out hot summer sun, exterior sun baffles designed to keep sun heat from even reaching the house walls, and exterior air baffles placed to deflect winds from outdoor living areas. But so far, you'll see them only in custom built houses. Few builders have kept up with the new ideas.

New materials are everywhere. Almost all are easy to maintain; almost all are colorful.

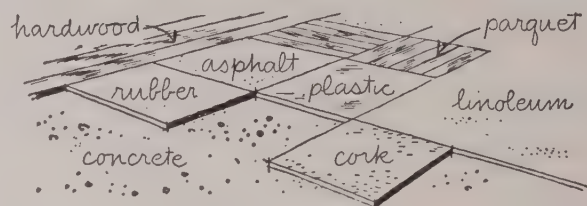
**CHANGE NO. 15 Three new walls:
some gain, some loss**

Today's house usually has gypsum-board walls, painted or papered. They are cheaper to install than plaster, are fire-retardant, and—with good workmanship—give a good finished

appearance. But plastered walls are still here, and some house buyers will be satisfied with nothing else.

In many parts of the West, wood surfaces on interior walls are regaining popularity, but in a new form. The paneling most often used is plywood in sheets or in neatly beveled "planks." Among the most popular plywoods: Philippine mahogany. But countless other veneers (redwood, elm, birch and others) are available. Fir plywood and wood-composition hardboards are also offered with various textured surfaces.

**CHANGE NO. 16 Six new floors:
wider choice, lower costs**



The new square tiles—rubber, asphalt, plastic, linoleum and cork—are going into every room in the house.

And concrete-slab construction offers several more possibilities. The concrete, stained and polished, can be the finish flooring. Wall-to-wall carpeting can go right down on the concrete. Sometimes prefabricated hardwood parquet squares can go down in an adhesive mastic over the concrete.

Despite cheaper installation and easy maintenance of most of these new floors, hardwood is still the most popular in many areas.

**CHANGE NO. 17 The open ceiling:
you get no attic space**



More and more Western houses have open-beamed ceilings with t&g sheathing exposed above the rafters in living areas (although not necessarily in bedrooms).

Often, the sheathing isn't solid wood planking but is t&g wood-composition panels, which are sheathing and insulation combined in one.

**CHANGE NO. 18 New counter tops:
plastic and steel**

Neither of the old standards—ceramic tile or linoleum—is the dominant choice today, although both retain their obvious merits and both continue to be used.

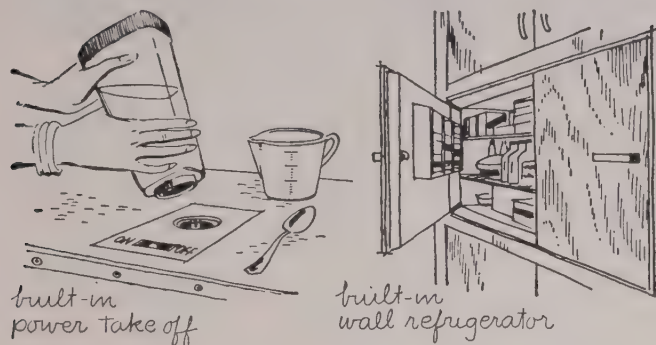
Two new groups of plastic materials are being used in thousands of new Western homes. The more expensive of these has a hard, slick, almost indestructible surface; is easy to clean and available in many colors and patterns. Immensely popular, these hard-surfaced plastics are used not only in kitchens but in playrooms, bathrooms, laundries; almost anywhere you need an easy-to-clean, hard-to-harm surface.

The other group of plastics resembles linoleum in appearance and softness, is not nearly as popular.

Another material gaining favor in the kitchen is stainless steel.

Built-in conveniences make houses easier to operate and clean up.

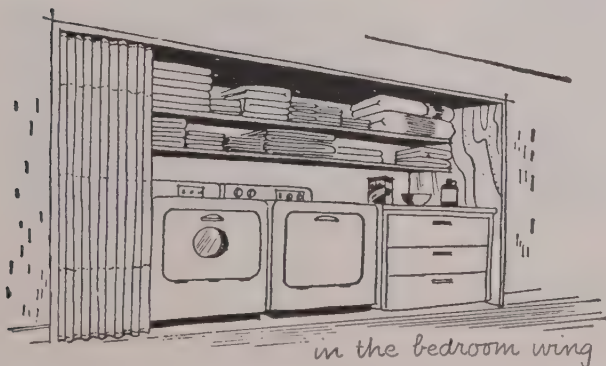
**CHANGE NO. 19 The power kitchen:
more change is coming**



The kitchen has long been the most built-in room in the house. But even more changes are coming up. The kitchen in the typical western builder's house already has a garbage disposer in the sink and a dishwasher under the sink counter. More and more have freezers, built-in wall ovens, burners set into the counter top. (Some burners even flip out of the way when not in use.)

Coming (but not yet available in many builder houses) are separate built-in freezer-refrigerator units, often mounted above a counter and sometimes in separate locations around the kitchen. Another newcomer: the built-in power take-off. This is simply a drive shaft and switch mounted in the counter. On it goes whatever tool you need—mixer, blender, juicer, knife sharpener.

**CHANGE NO. 20 The automatic laundry:
where is it going?**



The laundry has come indoors to stay. Today, the washer, and its twin the dryer (sometimes combined in one oversize machine), are usually in or close to the kitchen. In larger houses, you may find them in a utility or laundry room. And in many of the newest houses, they've moved into the bedroom area—close to the source of soiled clothes and the storage space for clean clothes.

**CHANGE NO. 21 Built-in convenience:
all through the house**

Built-ins help pay back space in a smaller house. Newest built-in room: the bathroom. More and more lavatories are sunk into a plastic-surfaced vanity counter. There's space for storage beneath, maybe a bath stool.

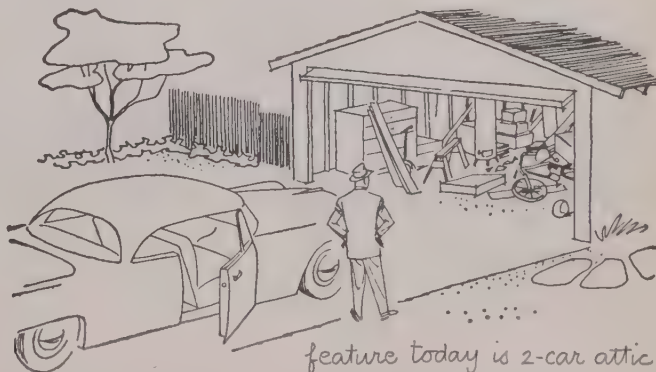


In bedrooms you'll find built-in wardrobes, dressers, headboards, bed tables, vanities. In playrooms and children's rooms, built-in storage, bunk beds and play counters help reduce housework and save space.

**CHANGE NO. 22 Storage space:
less is available**



Even with the ingenious storage wall, today's houses don't offer as much total storage space as prewar models. Slab foundations eliminate the basement; today's lofty ceilings eliminate the attic. What's left? The garage. What's needed in the house without attic or basement is a separate bulk-storage area.



One sad result of the loss in storage space has been the temporary defeat of the carport idea. In the mild western climate, a carport is all the shelter a car needs. But it offers no concealment for baby buggy, skis, ladders and unused bedsprings.

**CHANGE NO. 23 Built-in lighting:
lagging behind**

Today's house has bigger circuits, more outlets (including outdoor outlets), a safer electrical system (with circuit-breaker panel replacing the old fuse box). But the buyer is still mostly on his own in planning effective lighting. Most builders supply many plug-in outlets, but too few offer any built-in lighting. Indirect lighting in coves or soffits, or panel lighting in the ceiling, is available in only a few houses.

continued

The American Home is pre-testing these different designs for different states —builders' houses all

How different should a California house be from a New York house? Do people in Texas want a different house than people in Michigan? Do buyers in Ohio have a different idea of value than buyers in Pennsylvania?

The American Home is trying to get the answer to these questions for builders in 12 states—the 12 states where 70.1% of all houses are built. How? With an interesting competition.

First, it is asking a distinguished professional jury (named below) to pick, from hundreds of builder and architect-builder-team entries, the three houses in each of the 12 states that the judges consider the best local houses for the money. Their choices for six states have already been presented in the magazine, and their choices for the other six (Illinois, Florida, New Jersey, Virginia, Massachusetts and Maryland) will be—in early issues.

Then it is asking its readers state by state (e.g., only Michigan readers can vote for a Michigan house), to pick

the one best-value builder's house for their climate and their way of living.

The 12 "Best Houses for the Money" will be announced in *The American Home's* February '58 issue.

The jury:

A. Quincy Jones, AIA

NAHB President George Goodyear

Norman Strunk, executive vice president,
US Savings & Loan Assn.

Thomas P. Coogan, NAHB past president

H&H Executive Editor Carl Norcross

The American Home Editor Jean Austin
and Building Editor Hubbard Cobb

Here are the jury's choices for the first six states:

IN NEW YORK: A split, a one-story, and a two-story

Sketches: George Cooper Rudolph Assoc.



Rockville Centre, L.I. split offers 1,981 sq. ft. for \$22,490. Builder: Cutler Green-span. Architect: S. H. Klein.



For \$25,500, this Rochester house has 1,422 sq. ft. Builder: Wm. D. Henderson & Son. Architect: Jerome F. Wood.

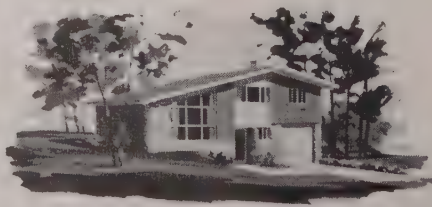


\$16,190 two-story in Smithtown, L.I. has 1,675 sq. ft. Builder: Alexander Muss & Sons. Architect: Herman H. York.

IN PENNSYLVANIA: charm, low-cost space, contemporary-traditional blend



Built to sell in Pittsburgh area for \$29,950 on 70x120' lot, this two-story has 2,300 sq. ft. Builder: Catranel, Inc.



For under \$10 per sq. ft., Plymouth Meeting house offers 1,648 sq. ft. Builder: Madway Engineers. Architect: T. Brandow.



Tri-level house offers 1,676 sq. ft. of living space for \$16,600 in Montgomery County. Builder: Cleveland Yerger & Sons.

IN OHIO: tri-level for space, good value in a stiff market, economy



\$17,900 buys 1,606 sq. ft. of living area, 326 of garage, in this Cincinnati split level. Builder: Warner-Kanter, Inc.



In Dayton, this 1,400 sq. ft. house with $\frac{1}{3}$ acre is \$23,200. Builder: Zeiger Constr. Co. Architect: R. J. Makarius Jr.



This 1,438-sq.-ft. one-story sells for \$22,800 with lot. Builder: Fred Schmitt. Architects: Heine, Crider & Williamson.

IN MICHIGAN: room for the large family, low cost, active family living



\$23,990 buys this 2,450 sq. footer in Detroit. Four bedrooms. Builder: Slavik Builders. Designer: R. J. Kopf & Assoc.



In Algonac, \$9,875 buys this house with 1,008 sq. ft. of living space. Three large bedrooms. Builder: Pearson Homes.



This 1,344 sq. ft. house sells for \$22,400 in Kalamazoo. Builder: Albert-Satin, Inc. Designer: Security Homes Mfg. Co.

IN TEXAS: good planning, low-cost roominess, big house with small-house charm



Houston house offers 1,977 sq. ft. for \$20,000. Builder: W. M. Dickey, Avalon Lumber Co. Architect: G. A. Palmer Jr.



For \$12,350 with lot, this house has 1,075 sq. ft. of living area. Builder: W. L. Wynne. Architect: Donald H. Honn.



For around \$30,000, this Houston house has 2,159 sq. ft. Builder: Maggie Plumb. Architects: Crochet & Carroll.

IN CALIFORNIA: center court, features buyers want, lots of extras



1,517 sq. footer sells in Anaheim for \$19,400. Builder: G. D. Buccola. Architects: Smith & Williams.



\$14,500 in Broderick buys 1,129 sq. ft., 50x100' lot. Builders: American Homes. Architects: Anshen & Allen



Santa Clara house has 1,631 sq. ft., costs \$22,500. Builder: David D. Bohannon Org. Architect: Mogens Mogensen.

continued



This new colonial house was designed for *Good Housekeeping* and National Homes by Schmidlin & Ellis.

But Good Housekeeping says this is what most women want

Photos: Nowell Ward



Living room is big (16' x 23'), overlooks rear garden.



"Our idea of what people want is well expressed in this house we have just completed with National Homes.

"We believe this house is 'simple, direct, unaffected, well-proportioned and well built,' to quote the jury that picked the award-winning houses HOUSE & HOME showed in June.

"We believe individual members of a family require privacy from each other. We believe a bedroom should be more than just a cubicle with a bed in it.

"We believe the kitchen is, at times, a very messy and noisy place—so it should not be left open to full view.

"And we believe this house would be our readers' 10-to-1 choice over most Modern designs.

"Here are some common features of a Modern house that have little appeal for our readers:

"Our readers dislike angular wedges of glass under the roof gables. They are usually dirty, fogged with condensation, and impossible to curtain.

"Our readers dislike plywood walls where the wood has no distinction or quality.

"Our readers dislike an overabundance of glass. Let's face it: Glass is attractive only when clean. It is quite unattractive at night—a huge, black mirror. Curtaining of large glass areas is expensive, and big curtains are unwieldy to wash or clean at home.

"Our readers dislike the institutional look given by exposed structural 'bones' and by bare masonry walls.

"Our readers resent the lack of sound conditioning."

Don't try to get an architect cheap

Designing a small house is a lot harder than designing a large house, because the architect must make every inch count and make most inches do double duty.

Designing a production house is a lot harder than designing a one-at-a-time house, because the architect must work and re-work every detail for minimum waste and maximum savings, for minimum use of on-site labor and maximum use of standard parts dimensioned to fit. The cost of every mistake the architect makes and every trick he misses will be multiplied by ten, fifty, a hundred, or whatever number of houses the builder is building.

Designing a built-for-sale house to please thousands of unknown buyers is a lot harder than designing a custom house to please a single known client, because the architect has no chance to ask the buyer what he wants and no chance to talk the buyer into liking his design ideas and accepting their unfamiliar features.

In brief, designing a small production house to sell is one of the most demanding disciplines in all the practice of architecture.

Builders are penny-wise pound-foolish to think they can get this very difficult help for a pittance. The good-enough architects will not work for builders just for love and glory. What love? And what glory?

Too many builders still think of architect fees in plan book terms of \$5, \$10, or \$25 a unit. Plan book designs are often fine for somebody somewhere sometime—but the right house one year is likely to be the wrong house next. The right house for Dallas is almost sure to be wrong for Chicago. The right house for Minneapolis is no good for New Orleans.

So plan book designs can seldom if ever be right for your site in your tract in your price class in your market. They can seldom if ever be right for your construction economies, your labor skills, your local codes, your local preferences. And most builders make an unholy mess of plan book designs when they start changing them here and improving them there.

In today's tough market the right design for sales will decide how many houses the builder can sell at a sales cost he can afford. The right design for savings will decide how much profit he can make on each house he builds. So the right architect should be the most important member of the planning team.

The most foolish thing a builder can do is to try to be his own designer. No builder can afford the waste of an amateur architecture.

The second most foolish thing a builder can do is to offer the most important member of his planning team less than the profit he pays his plumber and his electrician. The most reckless thing he can do is to risk \$15,000 or \$20,000 a house on \$50-a-house design.

continued

It takes original genius to design

Photos: Roger Sturtevant



Frank Lloyd Wright



Gardner Dailey

but...

builders don't need a creative artist
to design low cost production models

Most good architects are creative artists. Their whole instinct and their whole training is to try for something new and better on every job, to create a new beauty for every client.

That's fine for custom houses; in fact, that's the one best reason why many people want a custom house instead of a ready-built house—to get something fresh and special and different.

But the builder does not need a creative artist to design his production models, any more than he needs Thomas A. Edison to lay out his wiring or Albert Einstein to figure his roof trusses.

No builder should employ an architect so filled with the creative urge that he would risk the success of a production model on ideas that have not been tested, approved, and pre-sold, first in the custom house market and finally in the next-higher-priced local market—the local market that sets the standard the builder's buyers are trying to follow.

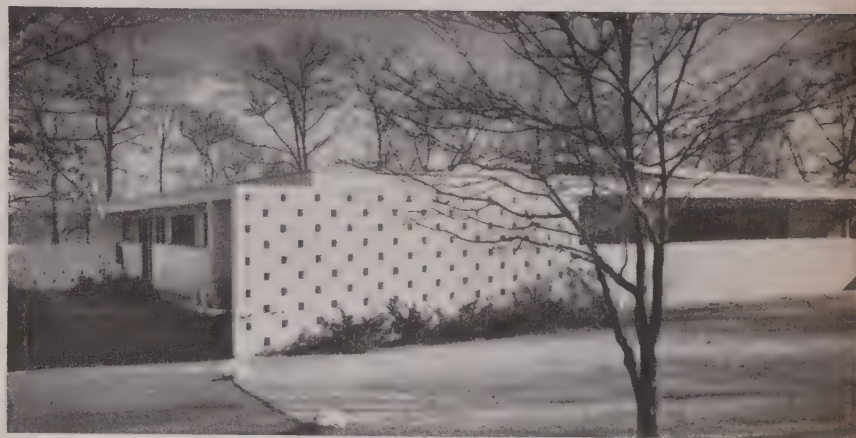
People who buy their houses ready built are not the kind of people who care very much about having their homes special and original and avant garde. People who buy their houses ready built want good houses

one-of-a-kind custom houses like these

Photos: © Ezra Stoller



Alfred Parker



Marcel Breuer

a little bit different from the other houses on the street, but not *very* different. Most of them would much rather buy a house that looks like the Joneses' house than buy a house so different that the Joneses would call it "queer." All of them want a house with good re-sale value; i.e., a house almost everybody will find it easy to like.

The architect that builders need to design their production models is not a creative artist, but a really top-flight commercial artist. They need an artist who can translate into practical, usable, economical reality the fine ideas the creative architects are dreaming up and trying out in our industry's great experimental laboratory—the one-at-a-time house.

They need an architect who can help them offer better living in a better house for less money, an architect who can achieve coherence, emphasis, and balance without sacrificing economy, an architect who can fit the house to a small site and make it look right with its neighbors, an architect who understands today's labor costs, today's prices, today's new products, today's standard dimensions, today's handling problems, scheduling problems, and inspection problems.

Nine years ago the American Institute of Architects officially recognized that designing houses for merchant builders is a new and completely different form of professional practice, closely akin to industrial design.

Before long, designing production models for millions of families to live in should offer architects a much more profitable practice than designing custom houses for a single family; in fact, it may well offer them the only profitable practice in the residential field, and some of the best architectural schools are beginning to recognize the importance of this challenge and opportunity.

continued

And here are some special advices to architects
—which they may not like

ADVICE NO. 17

Stop thinking so small about the builders —or you may miss a great challenge

These photos and quotes were taken at HOUSE & HOME's Architect-and-Builder Round Table.



BUILDER CHERRY: *The architect should be a clearing house for the use of new materials.*



BUILDER GERHOLZ: *Some architects offer us more service than they can deliver.*



ARCHITECT NIMS: *The merchant builder is primarily a manufacturer and his architect is his industrial designer.*

"The architects have thus far chosen to neglect their responsibility to the public. They are neglecting their responsibility to help Americans live in houses planned to satisfy modern needs and living habits, create a recognizable form of beauty, and meet the demands of our economy." So says Leon Chatelain, president of the American Institute of Architects.

They are also neglecting a fine opportunity to broaden the market for their professional services.

They are passing up a chance to earn close to \$100,000,000 a year in added fees for helping builders offer homes that more people will be eager to buy and happy to live in. And right now this year . . .

They are missing the best chance they have ever had to make every builder welcome their help and pay well for their services.

They are throwing away this chance because, with rare exceptions, they feel they are too good to work with the builders. They have preferred to sit in their ivory towers and criticize the builders for "creating the slums of tomorrow," instead of rolling up their sleeves to help. They have thought small about the chance and thought small about the challenge. They have thought the challenge so easy they knew the right answers without taking time to study the very special needs and difficulties of the problem.

Designing good small houses for sale ready built to unknown buyers is one of the most difficult disciplines in all the practice of architecture (see page 127). But too few good architects have studied the special demands and mastered the special devices that make it so different. Too many architects leave house design to juniors just out of school.

And so we have, in the words of the outspoken AIA president, "A situation comparable to medical interns undertaking brain surgery."

Mr. Chatelain also said:

The crash program of housing is over; the honeymoon is ended; there is a new, smart, tough, and educated buying public already housed and waiting for better houses with better design before they buy again. There is growing selectivity. There is genuine buyer resistance, and with good reason.

Our vast suburban housing developments are being built, in large part, with little or no understanding of the needs of contemporary society. The speculative builders' house, nine times out of ten, is designed in a potpourri of

styles whose over-all result is imitation of the past and confusion about the present.

We will never see the day when every American can have an architect individually design his home for his individual needs, wants and habits. Some other way must be found. This is a repugnant thought to the seasoned architect. . . . But the residential housing field provides a special case.

We must reluctantly abandon the idea of designing for individual needs and tastes, and design instead for the needs and tastes of the new society as we recognize it. We must design on a mass basis, working together with builders.

Cinderella might not be such a hit if more architects had been prepared

This was the year of the architects' big chance, because this was the year when the builders fell into deep trouble and reached out almost desperately for help.

In the easy market five years ago and even two years ago, the builders still thought they knew all the answers; they still thought they knew what the public wanted, and they still thought that with just a little face-lifting they could keep right on selling the same kind of house they had been selling by the million since the war.

But in the tough market this year the builders have learned the honeymoon is over. They have run out of the easy money that used to make anything sell, and they have run into a new kind of buyer they do not know how to please—a buyer already housed who will not buy again until he is tempted with something very much better.

So this year hundreds of builders turned to an architect for expert help to design a new model that would offer prospects their hearts' desire and so tempt them to buy again.

This was the architects' chance, and we wish more architects had seized it.

Here are some of the many reasons designing for sales is so different

Before an architect can deliver the help builders and buyers need from him, he must understand very clearly all the reasons why the ready-built market makes such different demands upon his time and his talents. For example:

The detailing is different. Custom house details can be expensive; builder house details must be cheap. Custom house sizes can be special; builder house sizes must be standard. Custom house trim can be special; builder house trim must use stock millwork (and most stock millwork is left over from neo-traditional styling).

The scale is different. Most custom houses are big; most builder houses are small. Plain surfaces correct for larger houses often make a small house look even smaller.

The site is different. Most custom house lots are large and privacy is easy; most builder house lots are small and privacy is difficult.

The neighborhood problem is different. For a custom client the individual house is the challenge. For most builders' houses, the architect must first plan a good community and a good street before he starts designing a good house.

The timing is different. It may be several years before the mass market is ready for the styling the custom house is just accepting today. Says Architect John Highland, who works with scores of builders: "The homes we design for sale are ten years behind what we design for individual clients" (see page 134).

The construction is different. Hundreds of details too unimportant to waste time on for a single house become too important to neglect in a design for production. On a single house it is often cheaper to waste a stud than to redesign to save it; on a production model a single stud wasted can cost hundreds of dollars.

The selling is different. On a custom house the architect can discuss his planning with his client and explain the reasons for everything new and different. The builder and his realtor have little chance to talk a prospect into buying a house he does not like at first glance, so the house must almost sell itself. That means the house must pretty much fit the buyers' preconceived ideas of what they want. Even the biggest builders are too small to try the kind of advertising and promotion by which the auto industry makes people want changed designs and unfamiliar features.



ARCHITECT PALMER: *The number one service of architects is good design—but they must understand what every item in the house costs.*



BUILDER COOGAN: *Architects don't get better fees from builders because they aren't delivering what they claim they're selling.*



BUILDER BARTLING: *Architects must recognize that ready-built home building takes an entirely different design approach.*



BUILDER BROCKBANK: *A builder may be dedicated to doing something for his community but if his architect designs something that won't sell, he won't do much for the community very long.*

continued

Don't just copy your builder competitors, look for ideas where all good ideas start

"The minute a builder's house scores a hit, the news is flashed over the industry's gossip system and builders rush from all directions to see it. Within six months the same house is sprouting in every bean field, the market for that design is glutted, and the public stops buying.

"So builders are learning the hard way not to copy each other with the same house at the same price in the same season."

These are the words of Realtor Frank Hart, sales manager of Walter & Lee in Los Angeles, who sell more houses for more builders than any other realtor in the country.

Instead of cribbing each others' successes, builders would be much smarter to look to the custom house market for good new ideas for making their houses more desirable, more livable, and more salable.

That's where almost all the new ideas for better houses start. That's where almost all the good new ideas get tried out and tested to make sure people like them. That's where you can see right now the good new ideas builders will be copying next year and the year after—and the year after that.

That's where sliding glass doors caught on long before any builder tried them. That's where patios caught on first. That's where big overhangs caught on first. That's where the family room started. That's where built-ins were first used. That's where wide entrance doors started. That's where every good idea builders are using this year began—except the split. (And remember what a mess the first split designs were, before some good architects stepped in and showed how to make splits look like one house!)

The best place to look for good new ideas in custom houses is right in your own town—in the better neighborhoods your own prospects drive through and wish they could live in.

But first you will find it well worthwhile to read every word on the next 23 pages of HOUSE & HOME, so you will know what trends to watch for in your local market.

On the next 23 pages, 56 of the most popular and most successful custom house architects all over the country will tell you briefly what's new in their houses and what's new in what people want.

But first—one word of caution. You can't always believe what any one architect says about the public wanting Traditional or wanting Contemporary. That's because clients who like Modern seldom go to Traditional architects, and vice versa. That's why, for example, Traditionalist Royal Barry Wills in Boston reports a big swing back to Traditional, and Modernist Robert Woods Kennedy right across the river in Cambridge reports a new awakening to Modern.



"People seem to love the informality of the traditional house . . ."

BOSTON: Royal Barry Wills

"Around Boston, most like it old—but many like it new"

People seem to love the informality of the traditional house. I do not think this is so much a question of nostalgia as it is a love of the "old easy chair" sort of thing. You can relax in a traditional kind of house, but it is mighty hard to relax in a contour chair unless the contour happens to be fitting your contour at the moment.

I suppose that the reason traditional houses are so much stronger in New England is because there are so many fine old houses here for people to look at that they seem to cling to them. After all, the so-called Colonial house is admirably suited to the New England climate and is remarkably practical and economical to build.

Perhaps the reason so many people do not like Modern is that there is so much bad Modern. (Yet I have seen many lovely houses by first-class modernists like Paul Rudolph—simple, beautiful Contemporary houses. It gives me a lift just to look at them. I wish more of the best modernists did more houses.)

BOSTON: Robert Woods Kennedy

Magazines have a great influence on client ideas and demands. They are teaching people to want a family room for informal living, teaching them to want built-ins, teaching them it is pleasanter to live at the back of the house, teaching them that the back of the house should face south if possible.

Even in New England many clients now ask for a California house. They like its non-rectangular shape, its wide overhangs, its low-pitched roof, its feeling of warmth.

Everybody wants indoor-outdoor living, so sliding glass

doors are taken for granted. But in this climate people who put a lot of glass in their houses a few years back are now quite unhappy, because it lets in too much cold and often too much light. Clients who want a house costing under \$50,000 can't afford the extra heating needed to flaunt the climate.

Perhaps more of the Modern houses would do better if their architects did not feel they always have to do something different, that they cannot use anything that has ever been used before.

I think that the small or intimate scale of a traditional house adds to its appeal, and the use of brick, shingles, or clapboard is a great help. I do not see why they cannot do the same thing with Modern houses. I am so sick of seeing narrow California redwood, and I often wonder if a Contemporary house can be built of anything else.

When Contemporary design first came in, we did a large number of Contemporary houses (that was 22 or 23 years ago). But now most of our clients not only favor traditional designs, but refuse to take anything else.

During these 22 years the pendulum swung for a time toward a mongrel Contemporary, spreading a rash of ranch houses over the land. But lately the pendulum has swung back toward a rejection of Contemporary houses.

More and more people are accepting contemporary design because it gives them more chance to get what they want and live the way they want to live.

continued



"... two-story solutions, one finished floor, expansion room below."

BOSTON: Compton & Pierce

Most of our custom houses have been in the tight budget area (around \$20,000). Two requests now seem to be universal:

1) A larger kitchen-playroom. The kitchen area is gobbling up more space as it takes on the additional functions of children's play and feeding, TV, and (very often) the family meals. Of course, clients now demand all the appliances.

2) Space for expansion. Most of our clients are in their early 30's, so they cannot pay for a larger house until later. For the present they can usually make do with a one-floor plan with three bedrooms and one bath, provided they can easily expand into larger quarters later. This leads to two-story solutions, providing one finished floor and an expansion floor below.

Most of our building sites are sloping enough to put at least two-thirds of the lower floor above grade and available for future children's rooms. (Though sometimes the other arrangement is used: parents' suite on the lower floor; kitchen, family room and children's bedrooms upstairs.) Family togetherness notwithstanding, many parents seem to prefer this separation.

Where budgets are limited, something has to give, so usually the bedrooms get smaller. And sometimes the more formal living room gets smaller too; it is being devoted more and more to conversation, reading, and adult quiet. There is even an anti-open-plan trend to close it off.

MASSACHUSETTS: Prentice Bradley

All our clients read the shelter magazines. We discuss the ideas they present so appealingly and include many of them in our designs, combining them with the catalyst of common sense.

All my clients want separate dining rooms. They seem to feel that the more different outlets each individual finds for his special interests, the more important it is to bring the family together at the dining table.

People are getting taller, so we use more 7' doors instead of 6'8". Room heights are also increasing, and more ceilings follow the roof line.

Clients' taste is improving. They are recognizing that window walls permit better design than picture windows. They understand the importance of better planning (to avoid corridor living rooms, for example). They realize that a good house must be planned as an entity indoors and out, so they are asking more advice on landscaping, decoration and furniture.

The selection of materials and the use of color is vital to any design, but we use ornamentation as such sparingly.

"... a good house must be planned as an entity indoors and out."

UPSTATE NEW YORK: Highland & Highland

Custom houses are years ahead

The homes we design for sale are at least 10 years behind what we design for clients, probably because:

1) People who are ready for new ideas are usually educated to enjoy the fun and hazards of building their own home.

2) Dealing with a client, the architect has the opportunity of many discussions to affiliate ideas. But the house designed for sale must be self-explanatory, since the architect will have no chance to explain his concept to a potential purchaser, and too often the salesman has neither the interest nor the capacity to discuss, explain, and sell new trends. Most salesmen are quick to size up the prospect's prejudices and trained not to challenge his preconceptions.

3) The number of potential purchasers is so limited by economic requirements that most builders are reluctant to offer a design they cannot be sure almost everyone is ready to like.

A few completed custom homes that attract attention and start talk can break the ice. Then within a few years their new concepts can be safely embodied in a home built for sale.

We start most of our custom houses now with the family room and the McGee closet.

The family-room-open-kitchen stresses convenience, a minimum of housekeeping, and informality. This area is closely tied to the family terrace and outdoor living area.

The McGee closet is to house all the sports' equipment, cameras, vases for flower arranging, records, games and punch bowls. It makes the difference, in many cases, between good and bad housekeeping. (Storage requirements over-all have doubled in the last five years, are now developed into special facilities for shirts, socks, ties, hats, etc.)

We find that demand for the big (30' plus) living room that used to be a mark of prestige is down. This room now runs 15' to 17' x 18' to 20', an optimum size for good conversational grouping; features books, views, thick carpets, comfortable furniture, hi-fi equipment, but not TV; it is actually the quiet room.

We find the dining room is reappearing in larger custom houses. We have no criticism if it will be used, but hate to build it to house furniture the family happens to have!

Clients want kitchens with the open look; built-in equipment, of course! Surface of cooking center is dropping to about 32", is generally covered with a domino-size, grease-proof, heat-proof tile; has both an adjustable charcoal steak broiler and the electric surface units. There's a full-height shallow storage wall for the variety of glasses, dishes, and condiments required in today's more complicated cooking and entertaining routine. Only the front 18" of work surface is generally used, and the rest of the back work surface area is not missed—the additional storage being more valuable. Informal eating is done in the family room.

About half of our clients will accept the laundry on the second floor or in the bedroom-bath area of ranch houses. Those opposed give all sorts of reasons but strongest objection is "habit." All of the 30 or 40 jobs with the laundry so located are enthusiastic. An interesting feature is increasing use of multiple hampers—generally four—to eliminate the need for sorting. We predict the laundry as a storage wall with equipment faced in walnut perhaps, with less chrome and ornamentation, so that this equipment can be housed in space that doubles as circulation or hall area.

Clients want segregation of outdoor terraces. A separation of the bedroom patio, fenced in for privacy from the terrace where the kids play ping-pong and entertain, is as important as separating the quiet living room from the family room.

Clients now want the master bedroom, formerly a place for sleep and dressing, for intimate living, relaxation, and sunbathing. The tub, large enough for two, surrounded by planting area, and with a pleasant view, is more interesting and relaxing than the old standard fixtures.

Haskell





"The big change in the past five years is that so many more clients have learned to accept the contemporary approach as a whole."

UPSTATE NEW YORK: Bailey Cadman

Now clients will buy Contemporary that looks Contemporary

Five years ago, most clients were ready to accept—separately—many separate features of contemporary design like indoor-outdoor living, good use of glass. But they still wanted them combined to look like an old-fashioned house.

The big change in the past five years is that so many more clients have learned to accept the contemporary approach as a whole, and to expect a house full of contemporary features to look different from a house without

these features. I find that clients demand:

Mass storage at convenient heights; built-in appliances; step-saving layouts; counter-top lighting; access to outside for outdoor dining; laundry in or close to the kitchen; attention to detail in the fireplace, stairs, built-ins, storage closets; the latest appliances, lighting, heating, and plumbing; two-car garages (a direct reflection of our economy); easily maintained homes and sites; and "center-hall" planning.

NEW YORK CITY: Kramer & Kramer

The client who says, "I don't like Modern," really means "I don't want a house with a flat roof." But the slightest concession to a pitched roof (even a 1½-in-12) is enough to remove most of the objections.

I think the builders could tap a big market around \$25,000 among people who want a Contemporary house, cannot find it merchant built, and cannot afford to pay \$35,000 to cover the extra fees and costs of having it custom built. Every

month two or three such families come to my office—successful junior executives—and I have to send them away disappointed because they cannot afford what they want built one-at-a-time.

So some of them wind up disgruntled in a tract of non-descript houses; some of them buy an old house and spend lots of money to remodel it; and some of them stay on where they are.

continued



Lionel Freedman

"All our clients want reasonable and un-predetermined design." (photos above, below right).

CLEVELAND: Robert A. Little

Clients always want more space than they can afford, good design, community planning, and the newest mechanical conveniences. All our clients want Contemporary, by which I mean reasonable and un-predetermined design.

If they don't, they don't like us and we don't like them, architecturally.



Joseph W. Molitor



"... Clients look for simplicity of detail. ..."

DELAWARE: Victorine & Samuel Homsey

We find that people are accepting contemporary design for planning and simplicity of detail, even when they plan to use handsome antique furniture.

CLEVELAND: Maxwell A. Norcross

Too many clients are asking for large unbroken glass areas and yet insisting on traditional lines. The results can be pretty bad.

Basements, if any, are getting smaller. The utility room is moving up to the main floor. Basement recreation rooms are out unless the sites allow outside light and access.

One reason Cleveland has been so slow to accept Contemporary design is the restrictions imposed by various suburbs. People have little chance to see good Contemporary work here, and bad Contemporary turns them against it.

PHILADELPHIA: George Hay

People who are sure of themselves and their position accept the new art forms of contemporary design, and so (strangely enough) will very insecure ones.

But people who are second generation from poverty and instability are often very anxious to conform to traditional ways. So children of immigrants (usually vital people or they would not have left their old homes) are as apt to want imitation Colonial to express their conformity to new surroundings as they are to continue the progressive urge that made their parents migrate here.

And the fifth to tenth generations of inbred Anglo-Saxon stock are also prone to conservative forms.

In brief, how fast people accept contemporary design depends on how vital and how secure they are emotionally.

The builders' retreat to conservative design is because most of them are older (less vital), fatter (less vital), and no more mature than five years ago (even though they are economically more secure).



Cortlandt V. D. Hubbard

"Only people who are sure of themselves accept the new forms."



Fred J. Maroon

"Clients want deep balconies—big enough to entertain on—and access to the balcony from the bedrooms."

WASHINGTON, D.C.: Joseph Miller

More houses take advantage of natural surroundings

Here are the things our custom clients seem to want these days:

They ask us to take advantage of natural surroundings and site conditions. This often takes the form of houses that are one level in front, two levels at the rear.

In this kind of house, they want deep (at least 8') balconies—big enough to entertain on—and access to the balcony from the bedrooms.

They want warm, interesting textures—a "furniture look" to wall paneling and built-ins.

They want rugged, easy-to-maintain materials—slate floors, exposed brick and stone walls.

They want a continuous flow of space through the house.

They want outside dining in a sheltered nook next to the kitchen. They want laundry and services next to the kitchen.

They want quick access to the bathroom from outdoors to minimize the dirt tracked in by the kids.

They want a balance between solid and glazed walls in the living area.

continued

Do people want Traditional?

"NO," says Charles M. Goodman of Washington



Robert C. Laufman

It should be fairly obvious to any educated observer of the home building scene that:

1) The public—and especially the women—want something different from and better than the houses they are now offered.

3) The home builders have no research program to show them what people really want, and they have no steadily progressive design program to seduce the elusive buyer, so . . .

3) The home builders have resigned themselves to going backwards to traditional houses in the hope of picking up sales.

But this does not mean that the public has really developed a sudden craving for traditional architecture.

The average American doesn't know what Colonial is, or what French Provincial is, or what English Half Timber is, and he cares less. All he cares about is the good life that other industries competing for his dollar are offering him and making it possible for him to enjoy, regardless of his income.

And my answer to those who say, "Sure, but look how far in debt the American gets himself," is "So what?" Is there something wrong with men having so much faith in the future of our system that they are willing to borrow on their future earnings to have the good life *now*, not when they are too old to enjoy it?

Fortune puts it simply and well: "American consumers are no longer content with minimum standards but demand the abundance, quality and style that used to differentiate the *good life* from *ordinary living*." The italics are mine.

The average American's idea of a home for the good life calls for romance, informality, gadgets that save human labor while titillating the ego, certainly decoration, certainly as much privacy as his building dollar will buy, certainly the barbecue with all it connotes, and certainly a house with enough personality to make him feel like an individual in a world of machinery.

And I don't think he could care less about all the details if the end product has a healthy mixture of undiluted sex appeal. He is sick and tired of the plainness, sameness, and regimentation of size, shape, and arrangement in most of the houses he is offered. He leans to the Cinderella-type house because he wants sex.

His attitude toward built-ins, houses facing away from streets, bigger windows, floor-to-ceiling windows, indoor-outdoor living, and all the rest is summed up in simple English by: "Good. If all these fine things combine to give me and my family the *good life*, that's for me."

He wants his house to look big, just as he wants his car to look big, but if builders think they are contributing to the long term solid growth and stature of an industry as important as home building by using such a transparent



Architect Goodman's own living room.

device as a higher roof pitch to create the illusion of bigness, they have not understood what has happened in other segments of our economy and has not yet happened in home building.

And any builder who thinks he can stick a so-called picture window in an otherwise dreary package of house and land or tack a built-in somewhere or tack a patio on, or roll out the wall-to-wall carpeting, or tack on a few pieces of natural wood inside—and think he is satisfying the yearning of the American consumer—couldn't be farther from home plate.

I sometimes think builders should give their minds a strong cathartic from time to time to clean out the incredibly cluttered collections of unrelated ideas they assemble and foist on the home buying public. If there is one ingredient that is sorely needed in the home building industry in America today it is taste—good taste.

It is the package, the whole package of house and land, that provides the good life—and not any of the parts alone. And in my book the present builder package leaves much to be desired that cannot be satisfied by reverting to the past.

Subconsciously, people still associate the good life with the Colonial house.

A true Colonial house has a way of saying, "The life in and around me was stately, serene, peaceful, gracious and in good taste. The people who built me were gifted craftsmen who revered their work and sought only the finest materials to dress me in. My voluptuous cornices with their intricate dentils, my raised panel doors and paneling, my lovely moulded trim, my carved muntins, all show the love and attention they showered upon me. The people who animated me were ladies and gentlemen of substance, consequence, and responsibility, who led a life of richness and dignity, even as I have richness and dignity. For as you see, I am a product of my time."

The pure, undiluted original Colonial house is good because it personifies the arts of the handicraft period from which it grew.

But the Colonial house is a misfit in the 20th century.

1) It is essentially a closed house that cuts itself and its inhabitants off from the out-of-doors. This was necessary then because of the primitive heating devices and the primitive life outside when the great Colonial houses were built, but there is no reason for such a tight way of life today.

2) Its layout is essentially formal and rigid, and when we twist the simple Colonial plan form to fit the complex 20th century way of family life, we dilute the outstanding quality of its exterior shell—the strong elegant simplicity enhanced by restrained enrichment.

I don't think it is possible to recapture the serene and quiet life of the 18th century by building a Colonial house, but I can fully appreciate the desire for more human dignity in our 20th century world of surveys, statistics, machines, and automation. All men, no matter what their literacy, inevitably revolt against being considered statistics.

Do people want Contemporary?

"NO," says Stratton O. Hammon of Louisville



For the past 25 years all the magazines, both professional and popular, have been so ga-ga and intoxicated with Contemporary they have utterly failed to notice and report the true state of residential architecture in this country. The overwhelming mass of residential architecture is Traditional, or a deplorable attempt at Traditional. In 37 years of practice I have never had one single request for a Contemporary house.

Why is most of today's Traditional so bad?

One reason is that the profession of architecture is as filled with quacks as other professions. Another reason is that Traditional is no longer taught in the architectural schools, nor is it given any importance. A young architect who preferred Traditional would have a deuce of a time finding anyone who would teach it to him—and if he did, he would soon be made to feel like a "square" among the younger architects.

Another reason: a mediocre man can be spotted quickly if he tries Traditional—even by some of the sharper housewives. But there are few standards by which to judge a man in Contemporary. As in modern art, where paintings hung upside down have won contests, sometimes the wackier the architecture is, the more acclaim it receives.

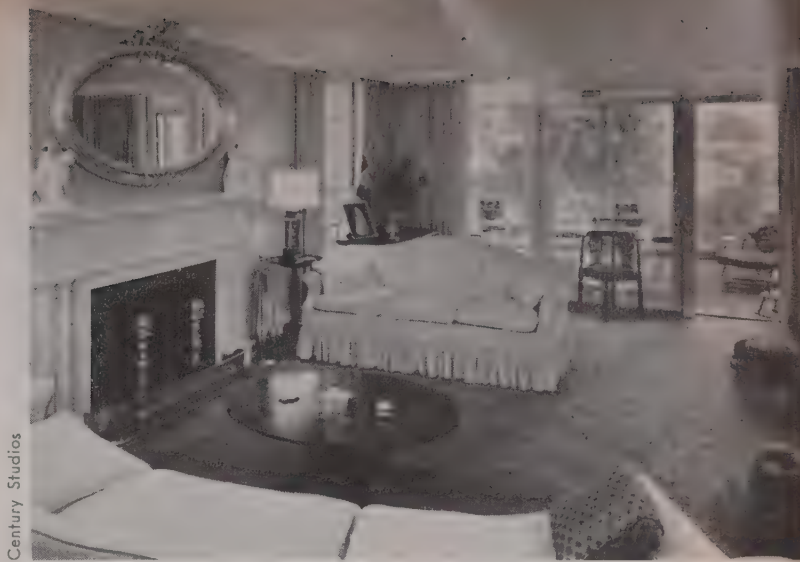
In the main, the worst Traditional is erected by developers and builders who are close enough to the people to know that they want this style. However, they generally know little about building, much less about architecture, and their attempts are ludicrous. People buy their houses only because that is all they can get.

But you might also say that the people have been abandoned by the intelligensia of the construction industry. For example, architects did six of the 6,000 houses erected in Louisville last year. This "abandonment" is especially true of the magazines. The capacity of the magazines to report accurately and to lead wisely is tremendous, but they have failed significantly. Have you ever seen a magazine publish and point out what is poor in design, to show the people what should be avoided? The great majority of the people simply do not want Contemporary homes. They accept them if they must because of a number of reasons, but they do not, generally, like it.

Why don't the people with Contemporary houses like them?

Mainly because the house does not match the dream they have in their heart; a dream built up from books, fairy tales in childhood, movies, etc. Almost everyone's dream house could be found in the pages of "A Treasury of Early American Houses." Contemporary seems to them an alien style far removed from the dream they carry.

Most Contemporary was developed in the North and



Century Studios

Architect Hammon's own living room.

Northeast, at least in the beginning, because the great centers were there. Its form, which may have been right for the locality in which it was conceived, was all wrong for the South and Southwest, but it was, nevertheless, copied slavishly (by the architects—such a hold has conformity) even where it was all wrong for the climate. No less a person than Frank Lloyd Wright was guilty of this in one of his houses here.

For instance, it is 100° in the shade as I write this, and it will probably stay this way for five or six weeks. Everyone's natural instinct is to crawl back in a deep dark cave, so the women who have neo-Colonial houses have the windows closed, the draperies pulled, and many of the outside blinds closed. I am looking at the George Rogers Clark house (built in 1795) off in the distance, and it is closed tight. Inside, however, it is cool and pleasant even without air cooling.

But those few individuals who are unfortunate enough to have Contemporary houses here, with large areas of glass, are trying desperately to keep out the intense glare by covering the windows with venetian blinds and by outside planting. Even with air conditioning, the glare of large glass areas is unpleasant.

Conversely, in the winter these large glass areas are supposed to let in the sun. But the sun just doesn't shine. Last winter we went 40 days in one stretch without any sun at all. Contemporary architecture is supposed to be more functional! A bill of goods has been sold, without sufficient basis in fact, to a lot of impressionable students over a long period of years by architectural instructors who have not had any actual experience in construction.

Does money (or lack of it) make people who do not want it accept Contemporary?

Yes. I cannot speak from personal experience about dwellings, but we have often had to change the architecture of churches because of cost. Church people usually want Gothic; when this proves too costly they fall back on Georgian, and finally if the cost is still too high, they take to Contemporary, which costs about 30% less.

I do not think that people who have the money and the ability to buy the house they want have changed their houses radically over the last century—except, of course, for plumbing, heating, and wiring.

If George Rogers Clark were to return today, he would find no note in my house or in this entire neighborhood different from his house built in 1795 except the mechanicals.

None of these houses is impractical. Mine is two years old, is highly functional, and fits the climate and the way we (and our friends) live like a glove. It was not too expensive or I would not have been able to build it. My house has big overhangs, quadruple glass doors to the porches and patios, extremely efficient storage, many built-ins, bigger glass in the daytime rooms than in the sleeping rooms, much color and beautiful decoration in the interior.

The people have never changed the picture they carry in their hearts of the ideal house.

continued



"Clients will now accept good modern if it has a low-pitch roof or a sweeping roof line."

NORTH CAROLINA: John Ramsey

Generally speaking, clients will now accept good modern if it has a low-pitch roof or a sweeping roof line.

This area is a center for exceptionally fine brick. Our problem has been that with the red clay countryside, the red brick makes everything too red. Fortunately we will soon be able to get brick in many other colors.

Our climate is almost tropically hot in summer, but we still get snow in winter, so we have to plan for both North and South. That means most clients want air conditioning and, of course, heat is a must. Outdoor living is increasingly important, as in the deep South, so our clients need insect protection.

Alt-Lee Photographers



"Clients seem to want bigger glass areas. . . ."

SOUTH CAROLINA: Upshur & Riley

Biggest single influence on changing house design in this area is the popular home magazines.

We find a growing tendency to have two living-dining areas—the informal family room and the quiet living room.

The only new material coming into common use is veneered plywood. Most people still want brick veneer for ease of maintenance, and we are using aluminum windows almost exclusively for the same reason. Clients seem to want bigger glass areas, with particular emphasis on sliding glass doors. Most of them like concrete slab floors, but conventional wood flooring is still used.

Oriental motifs are the current rage. If there is any other trend towards richer ornamentation, it is taken care of with materials and textures. About half our work is still traditional in the exteriors and formal rooms, but there is a trend to modern planning in family areas even in these homes.



"Clients like daylight basements made possible by our rolling land."

GEORGIA: Henry Norris

Traditional in this part of the country means a one-story house in Georgian Colonial with four columns and a pediment. But even clients who still want the Traditional look ask to have their houses planned and equipped like Modern. This raises a big psychological problem, and the trend now is towards Contemporary.

Our clients like the fully developed daylight basements made possible by our rolling land, so we don't use slab construction much. They want lots of outdoor living, with patios and terraces. They consider sliding glass doors standard, even in traditional houses. They want pitched roofs. (We have done only two flat tops since the war.)

They like interior masonry in the family room-kitchen. They like paneled walls. They accept substitutes for ceramic tile in baths: vinyl tile, aluminum tile, wood. They want air conditioning in all houses above \$20,000.



Rudi Rada

"... this outdoor-indoor integration has caused integration of wall materials. . . ."

FLORIDA: Mark Hampton

Clients are stressing the need of more closet space; larger, more elaborate bathrooms; kitchens better related to other activity areas; and built-in equipment wherever possible. Changes have not been so much a change in client need and demands, but in the architect's handling of space allotments allowed by the budgets.

Outdoor living areas are considered a basic part of the house today, and this outdoor-indoor integration has caused integration of wall materials—brick, wood, and other natural building materials have become the textures on the interior wall planes.

Most of my clients are familiar with my work and have accepted contemporary design before selecting me.

A recent client wanted a French Provincial house. I

explained that I was not in sympathy with reproducing architecture of the past for today's living; that perhaps what he desired was the enclosure, formality, and the general feeling imparted by the style, rather than the exact reproduction of the style itself; and that this same feeling could be achieved with the freedom of today's design principles. He was interested and asked that we at least go as far as preliminary stages to see if he could be satisfied. The results were pleasing to him: construction should begin soon.

I feel that a client's request for a reproduction of the past can at times be interpreted as a desire for the "feeling" (familiarity, security) that the period gives. And he may designate it "Colonial" or "Provincial" for want of better insight into design principles.

MIAMI: Wahl Snyder

Indoor-outdoor living a must

Here are the 18 important changes since 1950 in what people want:

- 1) All houses must be air-conditioned—in 1950 practically none were.
- 2) Bigger overhangs. In 1950, par was 3'. Now it is 4½'.
- 3) Lower roof pitches. A low roof pitch makes it easier to get a bigger overhang to shade bigger windows.
- 4) More interest in privacy, so more houses face the rear or a fenced side yard.
- 5) A kitchen with direct access to the roofed outdoor area. This means some reduction in front kitchens.
- 6) Fewer jalousies, because they leak too much expensive summer cooling (and too much winter cold). More awning windows. Another reason for fewer jalousies—they are limited to 3' width.
- 7) About twice as much glass, mostly floor to ceiling, with plenty of sliding glass doors. These are now a must.
- 8) Larger closets (but less planned storage, because the more carefully storage is planned, the less flexible it is).
- 9) More carports, because people have found garages tend to be used for messy storage. Carports have to be kept clear. This is a case of the prosperous objecting to something the less prosperous like.
- 10) More wall-to-wall windows, with no return at the corners. This makes rooms seem bigger and more open.
- 11) Much more interest in lighting fixtures, for both general and direct light. Lots of valance light, and light on the walls.



William F. Howland, courtesy House Beautiful

"... ceilings that follow roof pitch . . . wall-to-wall glass."

- 12) Much bigger screened outdoor areas.
- 13) Much more surface texture—more wood, more indoor masonry, more wallpaper.
- 14) More of the natural wood look (but not necessarily wood) in kitchens.
- 15) Built-in kitchens—but not open. The rich still have maids.
- 16) Ceilings that follow roof pitch, now that roof pitch is lower and you don't need to worry about a dark ceiling pocket above the window height.
- 17) Less built-in living room and bedroom furniture, because better furniture is now available in the stores.
- 18) More use of vinyl flooring—even in bedrooms.

continued

Expensive land calls for careful site planning

I find my clients like their houses to have a long, grand look. This can be done with in-line eaves, long planters, attached garages, lower roofs, and extended overhangs (which also make houses cooler and air conditioning easier).

They like low-maintenance materials—and this makes a good selling point.

They want air conditioning. Include it if you possibly can—it will soon be considered just as necessary as an automatic washer.

They want front entries protected from the weather.

They like bathrooms glamorized with large mirrors, long vanity tops, double lavatories.

They demand bigger and better kitchens all the time. And a mud room next to it (so children won't track dirt into the house) makes the housewife realize that real thought was given to making her life easier.

They like indoor and outdoor living areas integrated so they really work together. Best way to do this: set the

house low to the ground so indoor and outdoor space can flow together through sliding glass doors. In too many houses today you have to go through a 2' 6" wood paneled door, down four or five steps, and across an unconnected bit of lawn to reach an uncovered terrace.

Because of the high cost of land these days, buyers really appreciate good site planning. Good techniques:

1) Extend your terrace to the lot line and use a pierced masonry wall or shrubbery to give it privacy.

2) Locate your garage near the property line, far enough from the house to create a good-sized outdoor area between. This area can be screened with a curtain wall, perhaps be roofed over.

3) Provide private patios off some of the bedrooms and private sunbathing enclosures off the baths.

4) Bring the bedroom wing and an attached garage forward into the front yard to form a U-shaped front court, to which you can easily give privacy.

Photos: © Ezra Stoller



"We now have enormous all-purpose rooms . . ."

MIAMI: Rufus Nims

Most of the changes in what my clients want reflect a very high living standard, but a rather different living standard.

Emotionally, the family seems to be getting together again—but still each member wants a certain privacy of his own. This is reflected in the enlarged kitchen-living rooms or family rooms and the isolated "parlor" such as we used to have years ago. We no longer have large living rooms and small all-purpose rooms. We now have enormous all-purpose rooms (that are really all-purpose rooms) and then, somewhat remote, we add a small, compact parlor that is often "off limits" to the children and allows retreat from the everyday household cares.

Raising children has become an important planning fac-



"Most of the changes reflect a rather high living standard . . ."

tor. Some clients now want the children's bedrooms isolated from their own, using the all-purpose spaces as a common meeting ground. So a pattern of children spaces, common family spaces, and adult spaces is emerging.

The trend is definitely toward at least one bathroom per bedroom; and where the budget permits, the master and mistress each wants a bathroom. Where they still share the same bath, they want it much grander and more elegant than anything known since the Romans.

Storage for clothes and personal items has increased enormously. It is not uncommon for storage to take 30% of the total space—sometimes even more.

And of course everyone wants every mechanical device.

MINNEAPOLIS: Norman Nagle

There's no question about the increasing acceptance of Contemporary in this area. You *used* to have to search through the wood pile to find someone who liked it. Now when people say they like Traditional, we ask them what they mean. We find they are mostly scared of the word "Modern." To them it suggests either Bauhausz or lush and expensive materials. But they accept "Contemporary."

On the other hand, clients like Colonial because they think that the conventional siding makes it inexpensive and they feel that it has charm. We are now doing two two-story houses, the first we've done in a long time.

We try to make one thing clear to our clients. We want to design a house so that, from the central entry, you can get to either sleeping, work area, or living areas without crossing any one of the others. It's such a simple thing—but 90% of the houses here aren't designed that way.

Our climate—like any climate—has a definite effect on the house. For instance, we always try to include a mud entrance, both for the children and to provide a place where deliveries can be left and not freeze.

Most of our houses are basementless now. When on-grade houses were first done, nobody knew enough about them, so you got cold floors. There's no need for that now.

Minneapolis also has a problem with its outdoor living.

Summer here is short but delightful, so a porch or terrace is a must. But nobody has gotten rid of our mosquitoes, so the porch must be covered and screened. Ideally, we also provide a paved terrace for non-insect weather.

We don't face houses west or north because of winter winds and summer sun. In summer we have a higher heat load than Florida. Overhangs must be a minimum of 3½' to 4'. And we're beginning to get people who want air conditioning.

Until recently we could not use sliding glass doors because they weren't really weather-tight. Now we can—so we are using them extensively—but only on the south.

In the bath the code has just been changed to allow skylights. Also, where it is feasible, we put the laundry in the bath. The owners are very satisfied.

People are asking for built-ins. We use built-in furniture in all our houses. All of the wardrobes are built-ins because you can get better storage at less cost (\$250 for built-ins compared to \$400-\$500 for a movable piece). We also try to include bookcases and a built-in bench (with storage under it) in the living room. This means that less furniture has to be bought initially.

Millwork is good here, but carpenters are not. So we try to omit window trim by using vertical siding.

ST. PAUL: Edwin H. Lundie

My clients have been very little affected by the recent innovations in architecture. Invariably, tradition—in its several expressions—continues to be the fulfillment of their inherent feeling for architecture.

Even so, ours is not a static architecture. It requires innovation in plan, and it requires originality to incorporate the new mechanical equipment and devices that assure the

full enjoyment of the creature comforts. But my clients insist (originality notwithstanding) that the spirit of the tradition must maintain. A measure of beauty and delight must be attained. Their interest in and desire for fine detail, ornamentation, and craftsmanship is undiminished.

Is it possible that this is an expression of contemporary architecture evolving in a slower tempo?

CHICAGO: L. Morgan Yost

... a strong reaction against the stark school of modern

There does seem to be a difference between clients' wishes today and their wishes in 1950.

First, they want lots of glass. Most of them realize now that a house with lots of glass can be comfortable in the Midwest. And they have seen enough such houses to overcome their old objections of "black windows at night", lack of wall space, no privacy, "such a lot of curtains" and "so much glass to wash." But the operative builder still cannot bring himself to use anything more than the characteristic picture window, which is not what we are talking about at all.

Built-in kitchen equipment is expected—even electronic ovens in some of the more expensive houses. Even built-in mixers, chopping blocks, electric utility timers, and disposers are taken for granted. In 1950 they were exceptional luxuries, if available.

Perhaps most important: people want space, and they have the money to pay for it. They want finer finishes—woods, marble, tile, stone floors; even gold plated faucets in the powder room, just as a conversation piece.

There has been a strong reaction against the stark school of modern design typified by flat or shed roofs, narrow vertical V-joint siding, almost no ornament, and the general meager look. This sort of thing has not pleased people, and has given modern architecture a bad name. And well it

should—for most such buildings weather poorly and look cheap.

Our clients want a feeling of friendliness, warmth and quality. They are not concerned about style as such, but they want to be able to use old pieces of furniture as well as modern pieces, and they want to live comfortably without having prescribed locations for the three allowed chairs. People want things, and they want their own personalities expressed in their houses, and I don't know why they should not have it that way.

People are no longer afraid of color. They want it, inside and out. Almost all of our houses have broad overhangs; a few are flat roofed. An entrance court of some type is usually required. (I mean a paved forecourt for automobiles and parking, whether the house is located on a small suburban lot or out in the country.) Gardens, both enclosed and open, terraces, fences and landscaping in general are more a part of the wishes of today's client than they were seven years ago.

The open kitchen has fallen by the wayside, though eating space in the kitchen is still wanted.

A family room or recreation room is quite general but it takes many varied forms.

Air conditioning or provision for it is almost a must even in modestly priced homes.

continued



"... an increasing awareness of elegance." (left and above)

KANSAS CITY: Linscott Kiene & Haylett

Kansas City is one of America's most tradition-bound markets, so most of our work is a sort of architecture in transition that must not be confused with Cinderella.

Our clients want more open plan and more mechanical conveniences, but they cling to very real beauty and richness of traditional detail.

I also note an increasing awareness of elegance—a return to rich textures, fine woods, marble and tile. And an appreciation of and a willingness to investigate new materials, plastics, laminates, wall and floor coverings, and drapery or upholstery fabrics is in evidence.

ST. LOUIS: Robert Elkington

For Kansas and Missouri, an architecture in transition

Clients are changing the way they live, so architects must change the kind of house they design for them. We study our clients' habits, tastes, and quirks—inherited or acquired—and use that knowledge as our guide to what the clients' future homes will look like and live like. Our recent experience:

- 1) The St. Louis climate minimizes indoor-outdoor living.
- 2) Where we do plan a porch or patio, the kitchen must be handy.
- 3) People here want air conditioning.
- 4) Our favorite window is the casement.
- 5) That makes overhangs more important. We calculate

ours to keep the sun off the windows from March 22 to September 22.

- 6) Most custom houses face the living area to the rear.

7) Built-up roofs are popular because people like lower roof pitches.

- 8) People like built-ins in general.

9) Living room ceilings are usually higher than in other rooms.

10) The trend is to use wallpaper or curtain wall sections, a little interior planting, a little interior masonry, a lot of interior wood finishes.



KANSAS: S. S. Platt

In the Wichita area clients have a definite need and demand for more space. Of course, this must be economical space, and with the ever-increasing land and development costs, there seems to be a trend back toward two-story housing.

There is also a trend toward even more split levels. However, many people are realizing the difficulty of split-level design in flat terrain, and the trend seems to be to make the split so that the front looks like a one-story.

People are becoming much more conscious of the plan—I am amazed by the number of clients who do not want to discuss the exterior until we have developed a good plan with a good traffic pattern.

Modern architecture in this area seems to have been so misused by cheap builders that it has had little appeal for custom clients. But contemporary design seems to be coming into its own along with an appreciation for creative detailing. People seem to want more ornamentation than the austere Modern offers.

"... a distinct trend toward warm, textured materials." (left)



Earl Saunders

"Contemporary expression has won the day, and the new Arkansas is looking to the Southwest instead of Virginia."

ARKANSAS: Noland Blass, Jr.

Arkansas is in the throes of a renaissance—economic and cultural—and we are witnessing the growth of an indigenous regional architecture. The old Colonial has been superseded by the new look; Contemporary expression has won the day, and the new Arkansas is looking to the Southwest instead of Virginia. Much recent work here is "ranch house modern", but a lot is now clean-cut Contemporary.

My clients seem to like simple roof lines; open carports with a service entrance to the kitchen; outdoor terraces with the inevitable steak charrers; complete privacy for the master

bedroom, often with its own outside entry; a flexible den-library-guest room off the living area; decorative fireplace treatments, using brick floors with brick and stone floors with stone; lots of simple off-white ceiling and cove planes; low entrances and halls opening into high ceilinged spaces; consistent flooring (usually carpet) in all living areas; and concealed or recessed lighting with incandescent spots.

Air conditioning is always a must, so we try to use a solid west wall and get a southern exposure for our principal rooms with the breakfast area east for the morning sun.

MISSISSIPPI: William R. Allen, Jr.

All the clients I am working with now want their own master bedroom as far as possible from the children, with its separate bath and dressing room. They all want extensive breakfast facilities in or near the kitchen. They all want a playroom indoors for the children; they all want a swimming pool; they all want outdoor cooking; they all want air conditioning; and they are all very budget conscious.

ALABAMA: Henry Sprott Long

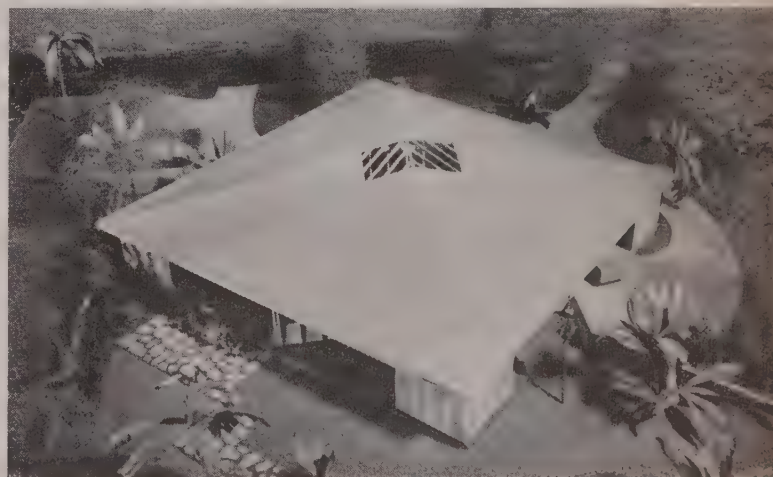
Clients in this area will now accept some contemporary features, such as sliding glass doors, in otherwise traditional residences.

Kitchens have become much larger and more complex and there is demand for kitchen-family room combinations with the living room becoming more like the old parlor.

Emphasis on outdoor living and entertaining has greatly increased, with nearly all residences including built-in charcoal cookers—either in kitchen-family rooms or on adjoining terraces.

Generally the larger the house (and the higher the cost), the more insistent the client is on a traditional approach to design.

Frank Lotz Miller



"... at last overcoming the influence of borrowed architecture."

NEW ORLEANS: Ricciuti Associates

We are at last overcoming the influence of architecture borrowed from East and West and getting back to the really magnificent tradition of Louisiana's truly indigenous architecture. As a result, we now have on the boards several designs we feel will have a significant impact on an area where contemporary design has thus far been represented by glass boxes as alien to the Gulf region as Cape Cod.

continued

**ALABAMA: Caldwell & Harmon**

Clients here now all want a family room—open to the kitchen, but absolutely not to the rest of the house.

The other big change is in the increasing number of built-ins. These include the usual kitchen built-ins, living room built-ins for TV and hi-fi, and bedroom built-ins.

Our clients do a lot of outdoor living, so they now want sliding glass doors wherever possible.

This part of the South is basically traditional, and Contemporary has met with resistance. We think that most people want a deep sense of security and that they think a brick house looks as if it is going to be around for a long time. Further, most people aren't exposed to good Contemporary design, and they think it is too expensive. Most clients who have seen good design are willing to accept Contemporary.

"... they now want sliding glass doors wherever possible." (left)

PORTLAND: Robert C. Douglas

Try for flow of space from house to patio

My clients' demands—listed not in order of importance or acceptance—are:

- 1) Flow of space and traffic from house to patio or garden.
- 2) Slab floors to bring the house close to ground level. (If the site isn't level, they want large decks.)
- 3) Courtyards—formed by house or fences—to provide privacy outdoors and integrate more of the site into the overall home environment.
- 4) Interesting plan and room shapes. Clients want to get away from the feeling of rooms as boxes and houses as a series of connected boxes pushed into a neat rectangle.
- 5) More and better baths. More fixtures—tub, stall shower, toilet, and two lavatories—are requested for master baths, and often for second and third baths too.
- 6) More bedrooms per house. Four or five, plus guest rooms, aren't unusual even in the below-\$40,000 bracket.
- 7) More fireplaces—in living rooms, family rooms, master bedrooms, dens, even in patios.
- 8) The living room designed as an adult retreat.

9) A dining room, open to the living room but closed from the kitchen.

- 10) The family room, next to and open to the kitchen.
- 11) Larger and more rural sites.
- 12) Complete site planning as well as house design.
- 13) Single floor plans with two stories, basements, and split levels accepted only if the site demands it.
- 14) Larger rooms.
- 15) More use of masonry—especially stone—for floors as well as walls, inside and out.
- 16) More natural wood finishes, with special emphasis on the darker, richer woods.
- 17) Cork floors and stained siding.

Contemporary design is developing more warmth and richness, and this is a contributing factor in its acceptance. Textural richness is regaining appreciation. There is a desire for warmth, and it becomes a case of swinging the client away from clichés (shutters, muntined sash, etc.) and to ornamentation supplied by the materials themselves.

SPOKANE: Walker, McGough & Trogdon

The big change is our clients' increasing desire for more of everything. They want more space physically and visually, so higher ceilings in living areas are a must. They want more built-ins, more built-in equipment, better materials, better maintenance, more interesting exterior spaces and landscaping—more, more, more. They stretch their budgets to the utmost to achieve more and better living. This becomes a considerable challenge to the architect.

They want materials easy to maintain, so we use brick and native stone in large floor areas. They like wood interiors for maintenance and appearance, and wood combined with stone, or brick and some painted surfaces. They like combination kitchen-family rooms and separate dining rooms.

They will accept contemporary design after we explain what it means, but still think a lot of it is too cold and unfriendly. They like informal spaces and appearances, but want dignity. They like glass for light and view, but our weather requires insulated glass for sub-zero winter weather. They like exterior terraces for outdoor living and entertaining for the three summer months. They want nicely landscaped gardens, but with little maintenance. They want built-in



"... they like informal spaces and appearances, but want dignity."

cabinet work and lots and lots of storage. They like creative art work, such as sculptures or brass screens, to be integrated into the work. Kitchens are always special, with all the new built-in equipment.

But the most significant thing is that our clients want completely integrated homes. This gives us the pleasure of working on complete projects that include architecture, landscaping and interior design.

PORTLAND: Van Evera Bailey

Changing client demands? None noticeable. Still the same demand—more house and finer finish for less money.

There seems to be a reactionary swing back to more ornamentation and more folderol. Requests include gold-plated plumbing fixtures, gold leaf paper in bathrooms—in short, garnishment at the expense of utility. I find a definite turn away from daylighted basement playrooms. They were found not

to work. Now there's a trend to on-grade, informal living. This goes beyond family rooms to include heated outdoor, enclosable areas.

In my own designs I've found ready acceptance for clerestory window lighting, which means a play of roof pitches and elevations that is easily accomplished with built-up roof surfaces. This play gives a third dimension in planning.



SEATTLE: Paul Hayden Kirk

It is not the clients that are changing to a more romantic architecture; it is the architects that are influencing the clients in this direction.

DENVER: Baume and Polivnick

There is no more argument about Contemporary here

Our clients today want built-ins all over the house. They want their houses faced away from the street with the kitchen at front or side. They want the house better integrated with its site and its landscaping, so they can enjoy outdoors more. They want more glass in living areas (mostly sliding doors) and less in sleeping areas. They like big overhangs, so we design some overhangs as wide as 10' and develop the space under it for outdoor living.

They like lighting integrated with the house design.

They are beginning to want air conditioning even here.

About 95% of our houses are brick, but we are beginning to use wood and transite with the brick. The sun ruins natural finish woods, and you have to paint yearly here. Indoors we combine plaster, brick, and stone with wood paneling. We do some post-and-beam, but workmanship is a problem and we have better luck where the beams are not exposed.

More people seem to like aluminum sash.

Contemporary design is fairly well established for custom houses here now, so that argument is academic.

continued



DENVER: Victor Hornbein

My clients want more privacy.

If they have a large lot, this is mostly an indoor problem—how to provide some place other than the bedroom where you can be by yourself. The completely open plan is all right for two people, but it is no good for a large family.

If they have a small lot, they have a problem of privacy outdoors too, so I try to face the house on itself, on a court or patio. Unfortunately zoning makes this difficult in the built-up areas where provision for privacy is most important, for zoning usually wastes so much land on set backs.

The battle for contemporary design has been won here. Now the fight is between contemporary styles—Miesian, Wrightian, and so on.

"The battle for contemporary design has been won here." (left)

R. Wenkam



HONOLULU: Wimberly & Cook

Improved design standards in the tract homes offered by our more progressive builder-architect teams are making custom house clients demand greater individuality in one-at-a-time designs. As the tract houses "move up to Buick," we cannot satisfy custom clients with anything less than Cadillac quality in design and construction.

Clients want us to emphasize this difference by unusual forms, special tailor-made details, and individual ornamentation. Clients, consciously or unconsciously, are striving to move ahead, and for that reason they are more ready to accept advanced design and new materials.

"People want unusual forms, tailor-made details." (above, below)



R. Wenkam



Karl H. Rieck

SAN FRANCISCO: Roger Lee

People want larger homes, with more areas defined for specific uses. The old all-purpose family living room has been broken down into segregated areas—hobby room, play or rumpus room, TV room, shop, laundry, study. After many trials, the family room itself ends up as a glorified eating area or extension of the kitchen.

They are learning to want natural wood supplemented with smart vivid colors. This ties in very well with current interior furnishings.

They want a completely built-in kitchen, including built-in refrigerator. They want a service area for deliveries, and on hillside sites they insist on a deck for outdoor living.

Contemporary is in, and increasing in acceptance.

"Clients are learning to want natural wood." (left)

SAN FRANCISCO: Campbell & Wong

Big changes are underway

This list represents a current appraisal of the trend during the last seven to ten years, as expressed by our work and our clients' wishes:

- 1) More off-beat and asymmetrical gable roofs, fewer flat roofs.
- 2) Heavy emphasis on tall ceilings from 10' to 14' or 15'—especially in major living areas.
- 3) Continued emphasis on grillwork.
- 4) More use of cedar shingles and other rough woods.
- 5) The lanai, or family room, has become an almost universal request.
- 6) More square footage and rangier plans.
- 7) An oriental influence, primarily Japanese, but also Chinese and Indian. These influences are not subscribed to by imitation, but rather by inspiration.
- 8) More use of tile outside the bath and kitchen, especially the small mosaic tile.
- 9) Full acceptance of contemporary design.
- 10) Increasing interest in integrating arts and crafts into structures.
- 11) More use of skylights in all rooms.
- 12) Much richer materials—marble, teak, mahogany, hand made tile, adobe, gold, silk and grass-cloth wallpapers—are being used.
- 13) Many special lighting fixtures.
- 14) More metal sliding doors in any and all kinds of rooms and structures.
- 15) An increasing interest on the part of our better informed clients and ourselves in the use of fine antiques mixed with equally fine Contemporary furnishings.

"... a trend toward oriental influence." (right)



Morley Baer

SAN FRANCISCO: Marquis & Stoller

The biggest influence on clients is rising costs. It is narrowing down the custom field to people with higher budgets. Those clients whose budgets are on the borderline naturally go to:

- 1) More inexpensive materials.
- 2) Simpler detailing.
- 3) Do-it-yourself painting and finishing.

Trends at higher prices are:

- 1) Bigger houses.
- 2) More interior natural wood finishes.
- 3) More built-in equipment (including refrigerators).
- 4) More carpeting.
- 5) More progressive design.
- 6) Twice as much house as the budget can buy.

continued



"... a very delightful trend toward greater integral ornamentation, color, and texture; away from the clichés..."

SAN FRANCISCO: Anshen & Allen

Coming: more thought about how people use their houses

The basic trend in custom houses here is to pay more attention to the way people really want to use their houses and less attention to what is "theoretically appropriate" for a house of given cost.

People do not want more "traditional" appearances. There is, however, a very delightful trend toward greater integral ornamentation, color, and texture. This is a happy trend away from the clichés of the Mondrian-esque international design. Those clichés, somewhat current but now luckily passing, threatened to put the same dead clutch on today's architecture that Vignola's codification of the orders had on Renaissance and imitation Renaissance architecture for so many years.

Whenever people attempt to constrain an art like architecture by pushing it into a formula, they come up with something dead before it is born or built.

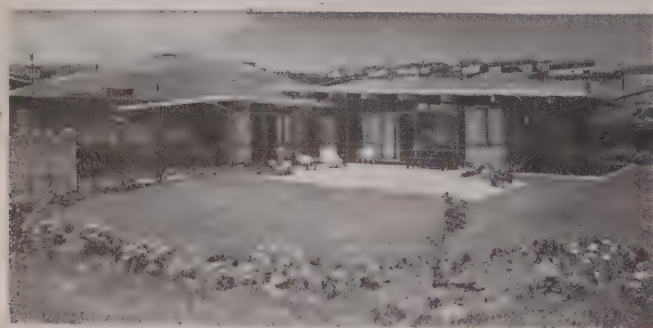
The trend is to more and more privacy from the street, grouping glazed areas in the right place with the right exposure and the right sun and wind control devices; so that glass is not used for the sake of glass but is used only where

there is a view, a garden or some important way of making the interior and exterior space delightful to use.

Another interesting trend is to a double kitchen. People who like to cook like to prepare things with their friends and guests sitting about in comfortable areas, but they don't like anyone to see or hear the clean-up. More and more houses are dividing the kitchens into two rooms—one room for cooking, open to the dining area; the second room closed off and sound proofed to hold the dishwasher and washer-dryer and provide bulk storage for foods.

A somewhat similar trend is to divide the old open daytime area into two separate rooms, one a large "noisy" room for living, dining, kitchen, and barbecue, all related to the terrace and maybe the swimming pool; the other a small "quiet" room or parlor, with sound insulation and a door for privacy.

This same growing demand for privacy is reflected outdoors, where more and more people want one terrace for family life and guests, one for the children, and a third quite private for the master bedrooms.



"... a greater integration of indoor-outdoor design."

SAN FRANCISCO: Mogens Mogensen

Plan-wise the big change is the ever-increasing demand for more space. A couple of years ago we were breaking our necks to design a perfect 1,000 to 1,500 sq. ft. house for our

clients; now they want twice as much, with more rooms and all the rooms bigger.

We are getting away from the "one-room" house with its activities all jumbled up in one common living area. We are reaching back to the ante-bellum days with their multi-room living area standards.

But the plan is not being cut up into yesterday's little cubicles and probably never will be, because clients accept many of the newer design criteria like indoor-outdoor living and more informal entertainment.

There seems to be more regimentation in the plan, wider acceptance of area zoning (with TV, eating, and children's indoor play in one zone; quiet living in another; and bedrooms in a third).

There is also a new freedom in the use of colors and textures, and a greater integration of indoor-outdoor design. (I am thinking here of fencing, gates, breezeways, planting, screening, walls, benches, pools, trellises, etc.) We now try to relate these things to the design of the house through use of sympathetic materials, colors, and details.

LOS ANGELES: Richard Dorman

People want more patios

The acceptance of Contemporary design is growing by leaps and bounds here.

Clients want as many garden patios as possible; in other words, a garden house for indoor-outdoor living. This makes landscaping all the more important. More use of glass and interest in new flooring materials ties in with the garden trend.

I find increasing use of burlap, linens, plastic fabrics and decorative fabrics for accent and wardrobe fronts. Tapestry and tile mosaic panels, by such draftsmen as John Smith and Joe Young, are very handsome and decorative. And clients also seem interested in a better class of cabinet work.

Clients seem to like room volumes made interesting by changing floor and ceiling planes and made to seem larger by carrying interior walls right through the glass and continued on the exterior.

George de Gennaro



"Acceptance of Contemporary is growing by leaps and bounds."

Julius Shulman



PASADENA: Smith & Williams "Sliding shojis on three sides allow the garden to become part of the entry, dining or kitchen."

continued

Now clients know what architects have been talking about

The most important development is the clients' increasing awareness of the things architects have been talking about for years—partly because they are reading the magazines, partly because they have now seen enough Contemporary houses to know what can be achieved with good design.

Even five years ago it was hard to convince a client he should develop his entire property, planning outdoor and indoor areas together at the same time with the same care, integrating indoor and outdoor spaces, integrating landscaping and decoration. Too often people thought of a home only as that part enclosed by four walls and a roof. But today I find people much more receptive and interested in the idea that a home runs from property line to property line.

Increased building costs have made people more concerned with multi-use of space—and they are ready to analyze their space needs more than they were a few years ago.

My clients want a somewhat more formal dining area that also can double as a den; more storage space designed for specific needs (rather than just large closets); space away from the main living area for TV; better work space for household activities; larger kitchens; if possible, large bedrooms for the children and some sort of indoor play space for them (either in a family room or play area adjacent to their bedrooms); and the use of color and lighting for atmospheric effects. Larger and more decorated bathrooms are also a common request, depending upon the budget.

Clients seem more interested in ornamentation, texture, and proper selection of materials. Woods, stone, metals, and many of the new plastics are finding wider interest.

Our profession's snobbish reputation on design generally keeps those people who don't want a Contemporary house out of most architects' offices.

Julius Shulman



Julius Shulman



"The desert house—informal, shaded, and quiet. . ."

PALM SPRINGS: Williams, Williams & Williams

Clients are amazing people! The very couple that lives in a formal apartment in Seattle wants the most informal arrangements possible in Palm Springs. The couple that has an old-fashioned Victorian place in Vancouver wants a "Modern" desert home, although they are not sure what "Modern" means.

I speak only of the desert house. My clients want a Contemporary house—informal, shaded, and quiet, with a view from every room, pools of water, plants, and every mechanical convenience. They want a bath with every bedroom, built-ins in dressing rooms and kitchens, and complete air conditioning. They want their home integrated indoors and out.

They do not want ostentation, ornamentation, formal plans and materials, open one-room plans, multi-level, or two-story houses.

They want a simple, gracious, spacious house where they can entertain, eat, sleep, play, and love—they don't want an exercise in geometry or an example of the latest engineering feat.

LOS ANGELES: Jones & Emmons

The biggest change is that people, no matter how much money they have, are looking for easier houses to live in—easier to maintain and easier to use. The trend is generally to a smaller house—lot costs and taxes are going up.

LOS ANGELES: Paul Williams

Our clients want:

Larger window areas—which means sliding glass doors are standard.

Everything opening off the garden. We like the gradual transition of entering the garden from the house by going through a covered (not screened) porch or an uncovered terrace. This usually puts the kitchen close to the front and the family room on the garden and open to it.

Texture. We're using a lot of painted brick (mostly white), and a lot of stone. We sometimes give interior stone a color by just using a clear glaze which picks up and reflects the colors of the room.

A swimming pool. It goes in first—you build the house later. And we're beginning to put in air conditioning.

The newer materials—plastics, plywoods, etc. But only in kitchen and bath areas. Our clients don't like experimentation in formal living areas.

Good orientation with no west sun, the south sun filtered with overhangs, and no direct sun on large glass areas. East is the preferred location for important rooms.

Under \$100,000, clients will accept flat roofs, or roofs with practically no pitch. But these are well insulated—4" batt between joists and 1" of board insulation on the roof.

"Our clients want everything opening off the garden. . . ." (right)

Merge Studios



Frank L. Gaynor

TUCSON: Arthur T. Brown

Clients here don't seem to care about luxurious exteriors. They want the distinction to come from good lines and interesting use of materials. They ask us to leave natural materials exposed. They accept and may even ask for common lumber and common brick.

They are aware of rising costs and want to be as economical as possible in construction. But they also demand good mechanical equipment—heating, cooling, and kitchen labor-savers.

They want more area planned for outdoor living, dining, and recreation and they want these outdoor areas closely related to the corresponding indoor spaces. They want their houses carefully oriented for view and exposure.

Recently they have been asking for a fireplace in the view wall. This arrangement makes it easy to group furniture for day or evening, winter or summer.

They ask for more bathrooms—often one for every bedroom. Bathrooms are larger and more carefully planned.



"... they want the distinction to come from lines and materials."

continued

With air conditioning, no patio

In Texas, air conditioning for summer is now as much a must as heating for winter.

This has greatly diminished the demand for screened porches. It is even lessening the demand for outdoor fireplaces and outdoor barbecue pits (but calls for swimming pools and open terraces are still increasing).

Inside the house air conditioning has made through ventilation unnecessary and reduced the importance of southern exposure for all major rooms. This, in turn, has made it easier to plan courts and gardens surrounded on three or four sides by living areas of the house—much easier than it used to be when “facing the southern breeze” was all-important for summer comfort.

Demand for large glass areas is still great, but clients now realize that adequate shading of the glass by wide overhangs, trellises and other devices is not only essential for comfort, but also offers new esthetic possibilities. In the play of light and shade, shade is just as important as the light.

Demand for built-in chests, cabinets and other units to replace furniture continues to grow. The way we use them is becoming of greater esthetic importance in the geometry of our designs.

The importance of carrying a dominant theme through the house is more widely accepted: carefully planned recurrence of materials, textures, and colors to produce a harmonious whole. We no longer have to combat a client's suggestion of a pink room, a green room, and a purple powder room.

We get more demand for materials requiring little or



Ulric Meisel

“... more demand for materials requiring little or no finish.”

no finish for both interiors and exteriors—brick or stone and natural finished woods. We find greater acceptance of open planning, largely due to less formal living; but this open planning must be kept within the discipline of proper zoning to assure privacy and harmonious living.

Most people want one-story houses. Where two stories are desired or dictated, clients want the master bedroom suite on the first floor, with the children's rooms on the second.

We no longer get requests for period style. Acceptance of contemporary concepts—good, bad or indifferent—is complete. And clients are becoming less rigid in their preconceived ideas of how their houses should look.

Bob Hawks, Inc.



“... great interest in maintenance-free materials.”

TULSA: Donald H. Honn

Air conditioning is becoming standard equipment. This is reducing my clients' interest in patios and terraces, for they know they can keep cooler and more comfortable indoors.

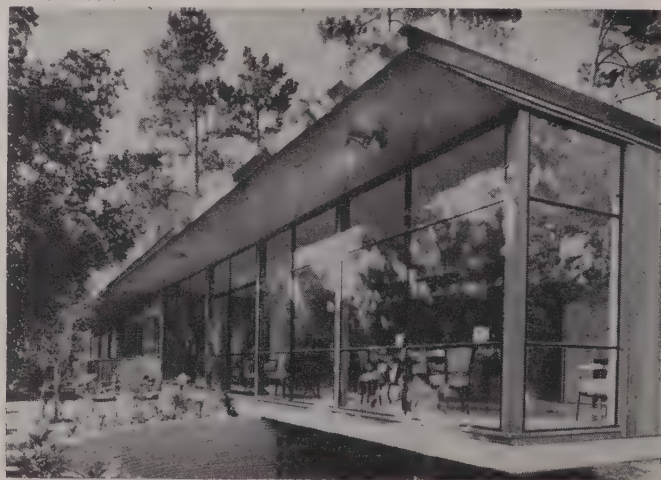
The other big change in client demand is for more built-ins—not only built-in kitchen equipment, but built-in furniture throughout the house.

Clients want many more bathrooms—usually one for each bedroom.

The den is becoming the living room and evolving into a small intimate quiet space.

Prospective owners show great interest in maintenance-free materials. They will spend more money to get them.

F. W. Seiders



“... a growing insistence on open planning.”

HOUSTON: Wilson, Morris & Crain

1) Traditional-minded clients show a growing insistence on contemporary features, notably open planning and mullion-free windows.

2) Contemporary-minded people show a growing interest in rich detail, notably old “pieces” of various sorts which may occur either as furnishings or integrated with the architecture—the architecture itself being a foil of well composed simplicity.

3) The dining room is dying very hard.

4) Desire for easy maintenance continues to dominate the selection of materials.

5) There is now a growing local school of almost classic elegance of style.

SOUTH TEXAS: John G. York

Clients are accepting more clean, uncluttered designs, thanks to education in better design being published in consumer magazines.

We tend to use steel frames because they permit less mass in architecture. Less architecture is better architecture.

Omission of unessentials has afforded us more building for the client's money. Fewer rooms, space continuity, and circulation defined in floor finishes and volume accent has simplified contemporary planning.

"Clients are accepting more clean, uncluttered designs." (right)



Purnell Photos

Fred Winchell

HOUSTON: Bolton & Barnstone

Goodby, Miesian asymmetry

For a while the influence of the Mies Pavilion, with its asymmetrical plan, seemed the *sine qua non* of all modern architecture, good or bad. The influence of the bad has turned us against asymmetry, mainly to achieve a sense of order amid the modern gooks and frills and screams. We are now finding a new respect for the Beaux Arts "partie", and the floor plans of Palladio are beginning to seem exciting.

The weakness of clients, as every architect knows, is gadgets—the newest electric dimmer, the newest tabletop electric mixer, or the family room near the kitchen. All are in demand all the time, and the budget is the only curb (luckily). We have found that when a client first moves into a house he shows the gadgets to his friends with great pride, but after a year or so he begins to talk about proportion and all the gadgets are forgot./END

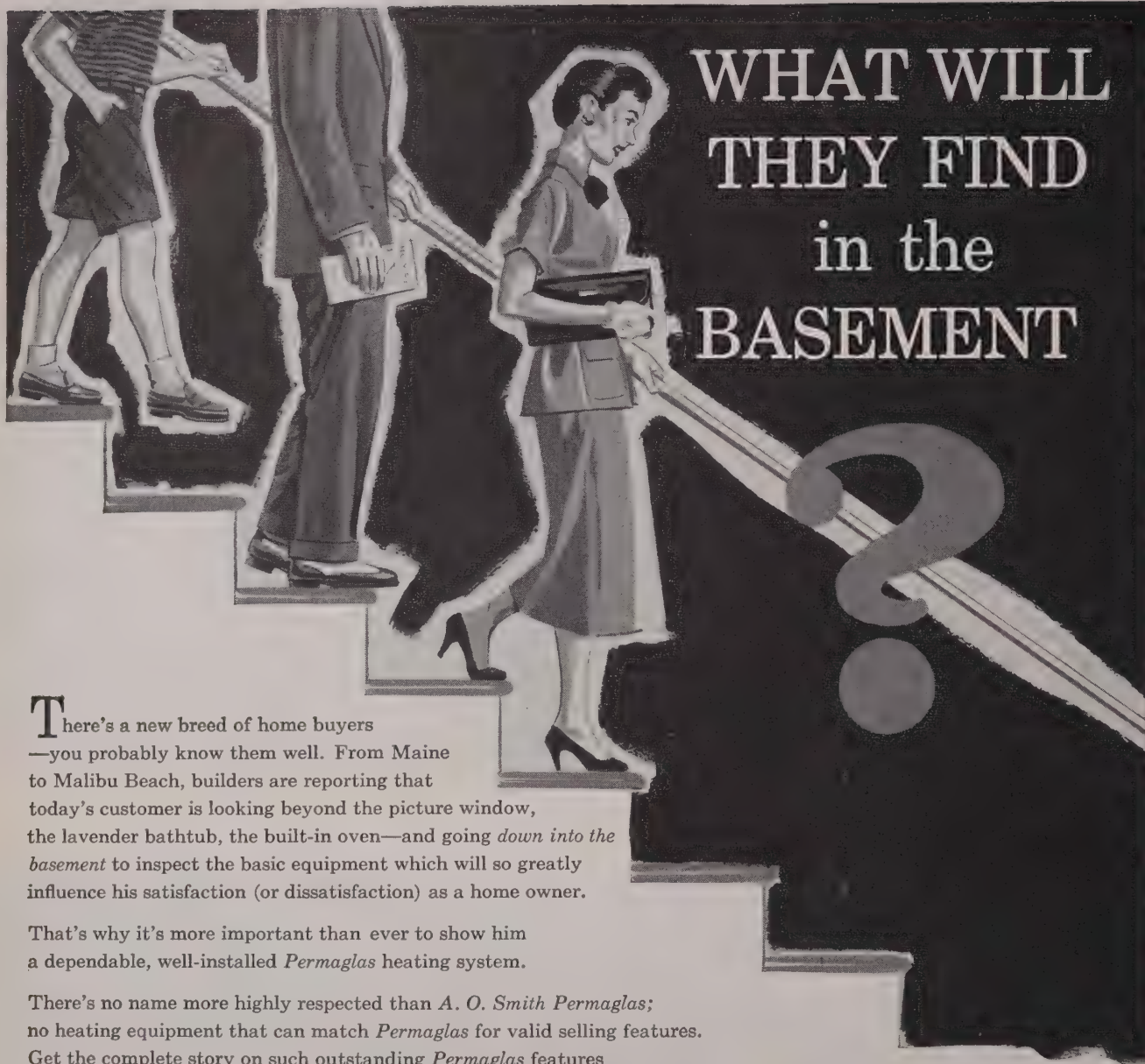


"After a year or so the client begins to talk about proportion."

Fred Winchell



"... a sense of order amid the modern gooks and frills and screams."



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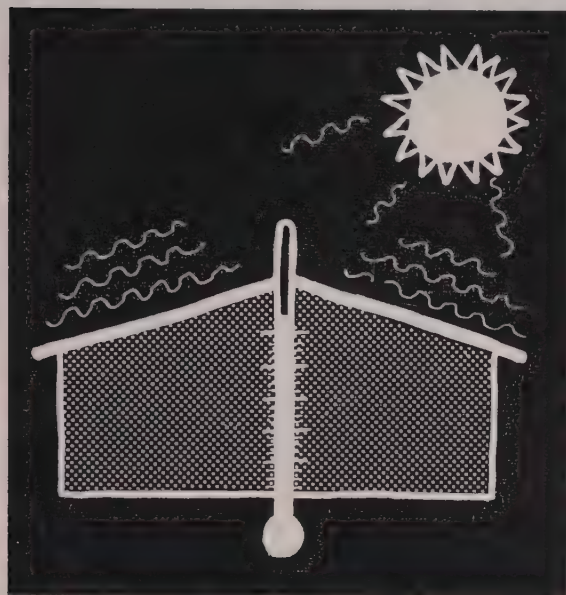
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Starting on page 158: NEW WAYS TO BUILD BETTER

A new editorial section on ideas, products and techniques



AIR CONDITIONING ROUND TABLE

Sixty-two experts agree on 23 ways to make home air conditioning the No. 1 sales feature for 1958. To see how, turn to **page 158**.



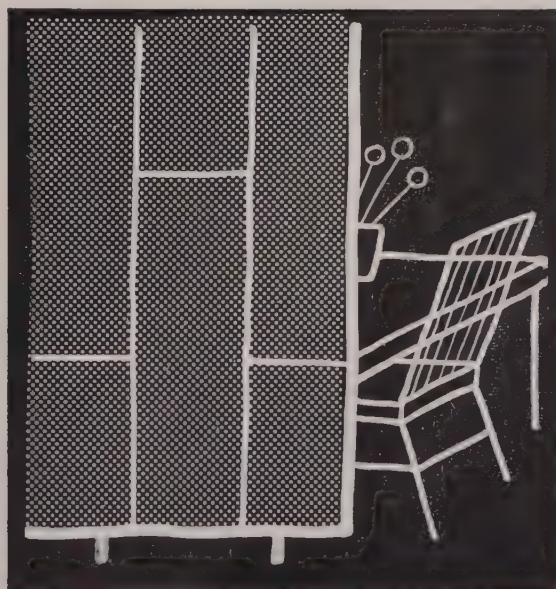
HOW TO KEEP YOUR LAND PROFITS

You'll make more money from land if you follow the advice of home building's top tax advisers. You'll find it on **page 184**.



HOW TO BUCK A HURRICANE

One prefab builder in Lake Charles, La. hardly lost a shingle in Hurricane Audrey. One reason why is shown on **page 192**.



HOW TO SPLIT SPACE CHEAPLY

Use shoji screens. This is one of the many tips on building better for less you'll find in What The Leaders Are Doing, starting on **page 234**.

THE PANEL

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American Institute of Real Estate Appraisers

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National Association of Home Builders
RICHARD HUGHES, chairman
National Housing Center
THOMAS P. COOGAN, past president
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RICHARD HUDSON, chairman
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Federal Housing Administration

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chairman, Committee on Mortgage Investments—
Nat'l Assn. of Mutual Savings Banks
JOHN JEWETT, vice president
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P. I. PRENTICE, editor & publisher
House & Home

This news may make it possible to make air conditioning 1958's No. 1 sales feature

Four significant news breaks and 23 equally significant agreements on industry problems developed at a Round Table jointly sponsored by HOUSE & HOME and the Air Conditioning and Refrigeration Institute.

Purpose of the Round Table was to explore how air conditioning can be made the No. 1 selling feature of the 1958 house.

News No. 1

FHA is reversing its attitude on air conditioning and is instructing all its offices to stop penalizing air conditioning in their appraisals and income requirements.

News No. 2

FHA is adding room coolers to the list of easily removable items that can be included in its valuations.

The Round Table greeted these two announcements with a unanimous vote of thanks to FHA Commissioner Mason and Deputy Commissioner Sigety.

News No. 3

Two major manufacturers plan to enter the new house market with a new line of room coolers specially designed for easy and inconspicuous installation during construction.

News No. 4

The ARI will set up a special new-house merchandising committee to work with the merchandising committee of NAHB on a cooperative program to make more effective use of air conditioning to sell more new houses. The ARI Committee will be headed by William Lake of Carrier, and FHA Deputy Commissioner Sigety volunteered to work with the committee.

Chief among the agreements reached at the Round Table were:

Agreement No. 1 Within a few years year-round air conditioning will become standard for all houses except in the coolest climates, just as central heat and indoor toilets have become standard. *Appraisers, lenders and builders all concurred in this unanimous opinion.* Consequently:

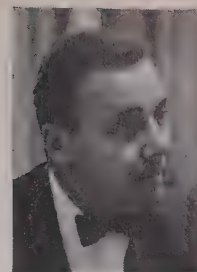
Agreement No. 2 It makes no sense at all for any appraiser to penalize air conditioning in his valuations. On the contrary, houses without air conditioning will soon have to be penalized by an amount equal to the estimated cost of adding cooling equipment later (just as houses without an indoor bath and toilet are now penalized by the estimated cost of installing them).

Agreement No. 3 It costs roughly twice as much to add air conditioning on a custom basis to an existing house as it costs to include air conditioning on a production basis in new houses during construction.

Agreement No. 4 Both the first cost and the operating cost of air conditioning can be cut hard by proper design, construction, and orientation of the house. That means 1) wide overhangs on the windows, 2) good ventilation between roof and ceiling, 3) orientation to face large glass areas north or south, 4) planting for added shade, 5) 6" of batt insulation in the ceiling and 3" in the walls, or its equivalent in foil. All this will cost a lot less than the added equipment that would otherwise be needed to keep the house cool in summer and warm in winter.

Tests indicate that 1,200 sq. ft. houses so protected can be both heated and cooled almost anywhere in the US for \$10.64 a month, or \$127.68 a year; i.e., for less than most families in two-season climates now spend for heating alone.

Agreement No. 5 In any event, the net monthly cost of cooling a properly designed house is so small that it can safely be disregarded in fixing



SIGETY: *I don't think FHA can defend its past record on air conditioning, but now I hope FHA can play a creative role. A year ago our income requirements for air conditioning weren't realistic. Now we are telling our field offices the official attitude of this agency is changed. We believe in air conditioning.*



COOGAN: *A house with a properly installed air conditioning system has much more future marketability. The builder is trying to keep site-labor out of his house. He wants a packaged air conditioner that can be installed with minimum use of other trades.*



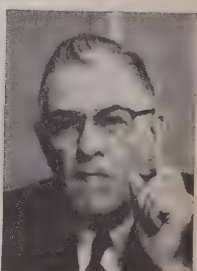
HUGHES: *Every builder would want to include air conditioning if he could get full credit for it in his appraisals and no penalty on income.*



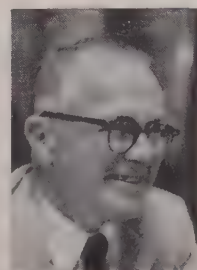
GOODYEAR: *If I could put air conditioning in a \$25,000 house for \$1,000, I'd put it in every house.*



AUGENSTEIN: *You builders offer room coolers the only market I know of today that isn't just an impulse market and I can't think of a better time payment deal than a 25-year mortgage on a room air conditioner.*



BYNUM: *I do not believe our industry is doing a proper job of selling what we have to sell. As more people buy and live with air conditioning, they will learn to insist on quality systems.*



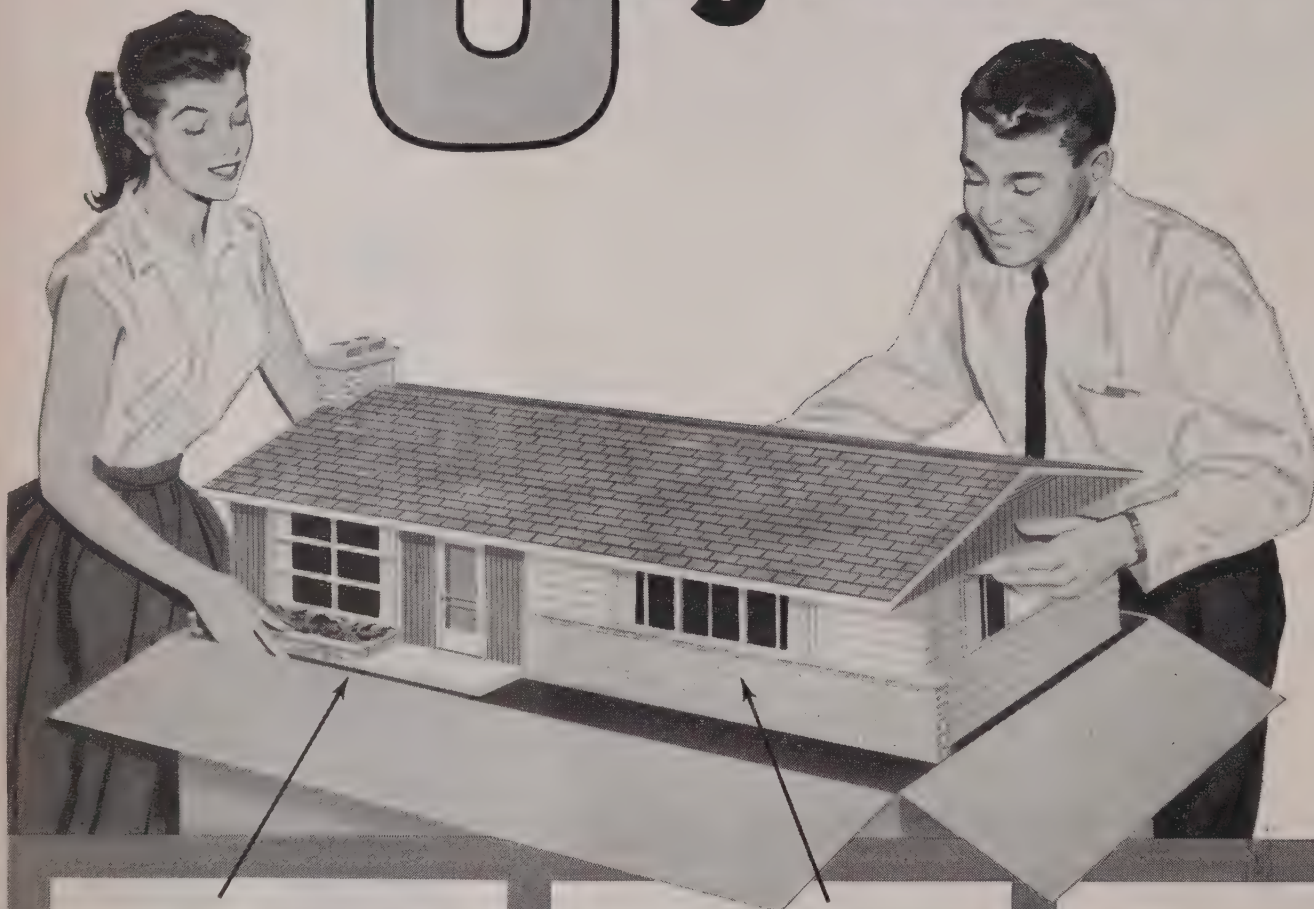
GEORGE JONES: *Room air conditioner sales have gone up 30 times in ten years, central system sales for houses have gone up 12 times in five years.*



COLEMAN: *We've got a job to do, and we've got to team up on it to get it done—the builders, makers and FHA.*

continued on p. 161

3 Vital Ingredients



GOOD DESIGN

Today's prefabricated home offers beauty, livability . . . "custom-concepts" in architecture, site adaptation, and interior decorating . . . visible evidence of sound planning.

GOOD CONSTRUCTION

Today's prefabricated home offers time-and-money-saving benefits that only "assembly-line" techniques can give . . . demonstrable evidence of better building.

GOOD NAME

Today's finest prefabricated homes offer famous brand name products . . . pre-sold for you through national advertising . . . sale-clinching evidence of quality ingredients.

Prefabricator, builder, dealer, homeowner, investor . . . each knows and respects the Celotex brand name. Each knows what Celotex stands for: time-tested, job-proved, dependable performance! Put the selling power of this pre-sold name to work. You'll find you not only build better but sell better too, when you do!

CELOTEX

REG U S PAT OFF

A FAMOUS LINE OF QUALITY BUILDING PRODUCTS

Pre-Sold Over a Third of a Century!

THE CELOTEX CORPORATION • 120 SOUTH LA SALLE STREET • CHICAGO 3, ILLINOIS

the income required to buy a house. The direct cost of water, electricity, and mechanical maintenance (which averages less than \$20 per summer month for 1,700 sq. ft. houses in hot Dallas) is wholly or almost wholly offset by smaller laundry bills, smaller cleaning bills, smaller doctor bills, less car expense and other incidental savings.

Agreement No. 6 With proper care air conditioning units should last

20 or more years. The machinery is almost the same as a mechanical refrigerator, and 90% of the refrigerators sold 20 years ago are reported still to be in use.

Agreement No. 7 Installed cost of adding central air conditioning today to a good central heating system during construction should not be more than \$300 a ton, or \$600 to \$900 extra for a properly insulated and oriented house under 2,000 sq. ft.

Now is the time for major effort to sell the new house market

Agreement No. 8 Biggest single reason air conditioning has not caught on faster in the new house market has been the attitude of FHA, which until recently has underestimated its first cost and overestimated its operating cost in its appraisals and income requirements. Only 7% of last year's new houses were air conditioned. (Even so, these 7% accounted for half of all the new central systems sold.)

Agreement No. 9 Now that FHA is reversing this stand and other appraisers and lenders are recognizing that air conditioning will soon be standard, the time is ripe for a major effort to sell air conditioning into all new homes. The public should be warned that any new house bought without air conditioning, or easy provision for future air conditioning, will soon be obsolete. Heaviest emphasis in all this promotion should be on houses bought ready built, since these now constitute well over 80% of the market.

Agreement No. 10 Selling the new house market should be much easier than selling the old house market, because:

1. air conditioning costs much less in new houses, so there is less price resistance to overcome;

2. air conditioning in new houses is easier to finance on long term (20- to 30-year) credit;

3. the builders have such good reasons for wanting to buy, because . . .

Agreement No. 11 Air conditioning offers the home builders their one best chance to dramatize and accelerate the obsolescence of the 49,000,000 existing non-farm homes and so stimulate greater demand for new houses among millions of present home owners. (Now that the housing shortage is over, two out of three new homes are sold to second-time buyers.)

Agreement No. 12 The home builders are almost as eager as the manufacturers to speed up the demand for air conditioning and have everybody insist on living in an air conditioned house. That explains why NAHB has done so much to encourage air conditioning through projects like Air Conditioned Village.

Agreement No. 13 The manufacturers have made tremendous progress in the past six years to improve their product, reduce its cost, and simplify its installation, but they should understand that . . .

There is a price people will pay—and a price they will not pay

Agreement No. 14 Price resistance to air conditioning is very much greater at \$1,500 to \$2,000 extra per house than at \$600 to \$800 extra.

National Homes offers three tons of cooling in its over-1,400 sq. ft. houses for \$600 to \$800 extra, and 80% of its buyers take the option. NAHB President George Goodyear offers air conditioning at \$1,500 extra in his \$23,500 houses in Charlotte, N. C. and gets few takers.

Agreement No. 15 FHA acceptance of room coolers for long term financing will bring the room cooler

manufacturers into direct competition on even terms with the central system manufacturers. This will make it more important than ever to cut the installation cost of central systems.

Agreement No. 16 What the home builders want from the room cooler manufacturers is a quiet unit that will fit out of sight into the walls (i.e., into a space 30 $\frac{3}{8}$ " wide, 3 $\frac{5}{8}$ " deep, and 7'6" high) or into the ceiling over the bedroom hall (usually 40" wide) where one unit could serve several small rooms with a minimum of duct work.



BUCHHOLZER: *I don't know of any other industry that is selling today a finer self-contained unit with higher capacity for a third of the 1947 price.*



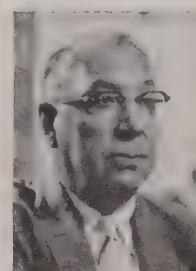
REGINALD JONES: *The sooner we standardize on a low cost central unit for the builder market, the better off we'll be.*



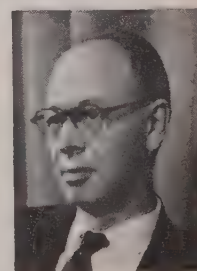
JEWETT: *Within 15 years air conditioning will be standard.*



HUDSON: *We want an air conditioner that can be plugged in by an unskilled worker.*



SCHWANHAUSSER: *I'm afraid we manufacturers have not done too good a job selling our wares through the builders.*



HAASE: *There are many areas where builders and manufacturers could profit by many helpful exchanges of ideas and experiences.*



GIORDANO: *The home owner should be allowed to decide where to spend his dollar.*



HAMMOND: *Air conditioning offers more savings than costs.*

continued



LAKE: *We want to do all we can to sell the new-house market.*



BOURS: *Home owners don't know how much their air conditioning costs them.*



PETRONE: *We can sell a lot more air conditioned homes if we make them easier to buy.*



COUCH: *"Year round conditioning" is what we should be talking about.*



PRICE: *You'll have to simplify the system so even "installers" can install it right.*



RIELEY: *Our old-line dealers are competent to handle any problem.*



GOLDSTEIN: *For a long term mortgage a good appraiser would consider air conditioning a plus everywhere.*



HAEGER: *Levitt put in two separate central systems—one for the bedroom, one for the dining room-kitchen.*



MOORE: *We need better team work, and meetings like this will help us get it.*



MINARD: *I wish the builders would tell us more about their selling problems and their maintenance problems.*



ROGERS: *A properly designed and insulated house of around 1200 sq. ft. can be heated and cooled for about \$132 a year anywhere in the U.S.*



GONZALES: *The offsetting savings more than take care of the operating costs.*

Agreement No. 17 What the home builders want from central systems manufacturers is a packaged unit that can be installed easily with a minimum of costly on-site labor.

Agreement No. 18 Selling air conditioning into more new houses is just about the best way to sell air conditioning into more old houses too, for the new house sets the standard for improving and modernizing existing homes (by definition, "modernization" means making old houses look and live like new houses).

Agreement No. 19 Selling the new house market must begin with selling the appraisers and lenders, as the manufacturers have now learned the hard way. It also means selling the architects, who are the No. 1 sales influence in the custom house market. It means selling the builders, who do all the buying for the big built-for-sale market (more than 80% of the total). And it means selling and educating the real estate salesmen who must sell air conditioning to the consumer as part of the house (and are as important to the manufacturer as grocery clerks are to General Foods, for the same reason).

The model house could be the best showroom

Agreement No. 20 The home builders could make much more effective use of air conditioning to sell more houses if more home buyers were pre-sold on air conditioning and wanted it in their homes.

Too many manufacturers use their advertising to stress the competitive design or price advantages of their particular product. What good does it do to tell a woman your product is the cheapest or the best unless she is first persuaded that she wants air conditioning of any kind at any price?

Consumers need much more and much better selling on how much pleasanter, easier, and healthier it is to live in houses with year-round air conditioning. This is specially true of women, for not one woman in 20 realizes that cooling on hot days is only one of the many benefits offered by air conditioning. Not one woman in 20 realizes that in air conditioned houses children eat better and sleep better; housework is easier; laundry bills, cleaning bills, and even doctor bills are smaller. There is a gold mine of unexploited evidence waiting for the manufacturers and their agency copy writers in the report of Air Conditioned Village.

realtors would be very foolish not to step up their efforts to cash in on this promotion at the point of sale.

Without this builder-realtor follow-through, even the best advertising will be only half effective.

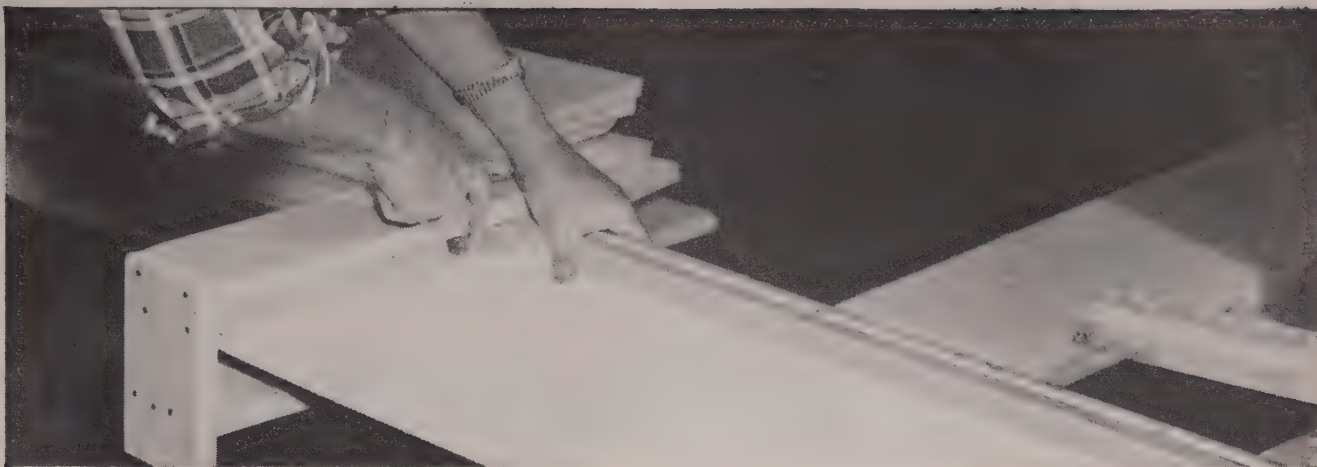
Agreement No. 22 All manufacturers have more to gain by enlarging the demand and the market for air conditioning than from increasing their share of today's too-small demand.

Agreement No. 23 The model house offers all manufacturers an extraordinary opportunity to show their product to a captive audience of 40,000,000 different people each year, all of them interested in better living and better homes. Of the 40,000,000 only about 1,000,000 will buy a new house this year. Most of the other 39,000,000 are just shopping for good ideas for their present homes.

Only about 3,500 of the 120,000 builders spend the money needed to doll up a model house and bring out the crowds.

Proper exploitation of the model house will require merchandising plans, sales aids, and sales training programs specially designed for the builders and prefabricators, who should soon be selling more air conditioning as part of their houses than the conventional dealers sell separately./END

Agreement No. 21 As the manufacturers step up their promotion efforts to make more people want air conditioning, the home builders and



"CUTTING AND SHAPING Styrofoam* is almost effortless," says Mr. Walrod. "It can be scored with a knife and snapped off in any desired size."



"**STYROFOAM** bonds readily to the interior masonry surface. A uniform layer of cement mortar is applied by running the 1' x 9' boards through a coating trough."



"**EVERY BUILDER** recognizes the importance of lighter, easier to handle material. In this respect you just can't beat Styrofoam! A 10' x 12' room with an 8' ceiling requires about 20 sections of Styrofoam, which can be easily carried by one man in two trips."



FINISHED HOME, all brick veneer and fully insulated, will cost about the same as an identical house with conventional frame construction. The use of Styrofoam (Dow expanded polystyrene)

and brick increases loan commitments by mortgage companies an impressive 5%. In 1956, Walrod built several homes using masonry insulation-plaster construction.

Mr. Walrod's construction costs are available to builders upon request. Write on your letterhead to The Dow Chemical Company, Midland, Michigan, Plastics Sales Department 1737W.

*STYROFOAM is a registered trademark
of THE DOW CHEMICAL COMPANY

YOU CAN DEPEND ON



H & H asked
home building's two top tax men
the questions you'd ask on...



SYLVANUS G. FELIX

JOHN J. GRIFFIN

of Felix, Douglass & Griffin, Oklahoma City

How to **KEEP YOUR PROFIT** on land

High land costs are now the No. 1 problem of home building. Says Frank Cortright: "As land costs approach one-fourth the total sales price, it is getting harder and harder to make a building profit on top of the profit the land seller takes."

In our generation, this country is putting 90 million more people on about 12,000 sq. miles of suburban land. So making money on suburban real estate has been like shooting fish in a barrel—if the tax collector will let you keep it. Here is the advice of home building's top tax advisers on how to avoid giving the government most of your profit.

If you are dabbling in land yourself, this advice can be worth thousands of dollars to you. If not, you can have a fine time seeing how hard the land speculators and land developers have to work to keep their gains.

Is it better to buy raw land for development in your own name, or to buy it for a corporation?

Buy the land in your own name. That offers the greatest flexibility for future tax planning. You can always put the land in a corporation later without any immediate tax consequences. But you can't always get it out.

What if a substantial purchase money mortgage is involved?

Ask the seller to let you limit your personal liability to the payments made, plus the land. If he won't, you may want to use a straw corporation, incorporated for \$1,000 or less, to make the purchase and contract the liability. Later this corporation could sell the land at the same price to you as an individual. You would then have the land but not the liability (which would still rest with the straw corporation).

What tax advantage can I offer the land owner to get him to accept my price?

Point out that if you buy the land in one piece and do the developing, his profit on the land sale will probably be taxed as a capital gain. But if he does his own developing, his profit is almost sure to be taxed as ordinary income.

Wasn't this changed in the new tax law?

The new provision that lets persons who are not real estate dealers subdivide and still get a capital gain is extremely narrow. The person must have held the land for at least five

years; he must not be a dealer; and he must not have made any substantial improvement in the property. It is a hard section to fulfill.

What if the land owner is not attracted even by this prospect of a 25% capital gains tax?

Offer him an installment sale, to spread the pay-out over several years. That will not only get him capital gains treatment; it will also let him defer the tax, earn interest on the unpaid balance, and realize the income on the installment sale in future years when he might be in a tax bracket that would make his capital gains rate less than 25%.



FELIX: 25% is the ceiling on capital gains tax. You have the alternative of paying this flat 25%, or of putting one half of the gain in your return at regular rates.

Isn't the capital gains tax always a flat 25%?

No, 25% is the ceiling. You have the alternative of paying the flat 25%, or of putting one-half of the gain in your return at regular rates.

Let's look at an example. Suppose you were in the 20% tax bracket, and had a \$1,000 capital gain. The flat 25% capital gains tax would be \$250. But one-half of the gain (\$500) at your regular rate (20%) would mean a tax of only \$100—a 10% tax on the \$1,000 gain. Naturally, you'd choose the second alternative.

You're better off with the flat 25% tax only if your regular tax bracket is over 50%.

How can tax savings double my take-home profit on developing a tract?

If you put all your profit eggs in one corporate basket, the Federal tax will be 52%. But if you split your profit among several small corporations, you can take advantage of the

lower 30% tax rate on corporations earning less than \$25,000 a year. And if you cut some low-income individuals in on your development profits, they will pay even less tax.

Will the Treasury allow such a profit split among small corporations?

Yes, if your company structure makes sense in other ways. No, if your company structure is just a sham to reduce taxes.

Should tax planning be different for home sites I plan to sell off and commercial property I want to hold?

Yes. You can use your small corporations to limit your Federal tax liability on the sales of home sites to 30%. But put the shopping center land and other commercial plots in your wife's or children's names. Then the builder of the improvements can lease the ground from them. Later, capital gains could be realized on the sale of improvements for the builder or the sale of the ground by the wife or children. Moreover, if they do not sell out, the improvements will revert tax free to the wife or children on the expiration of the ground lease.

This would take the improvements out of the builder's estate and transfer them tax free to the wife or children.

When should capital gains be taken by a corporation?

Never, if you can help it. That exposes you to double taxation on the same profit. First, the corporation pays the capital gains tax at a rate usually no lower than the rate you would have to pay as an individual. Then you may have to pay your individual income tax rate on the profit if it is paid out in dividends.

So it's much better to let capital gains materialize in your own hands than to leave them locked up in a corporation.

Can I recover all my costs before taking any profit on a development project?

Many developers try, but none succeed. All acquisition costs must be prorated over all the lots, tracts, or parcels involved. Then, whenever a portion of the ground is sold, the costs prorated to it should be applied to it.

How should such costs be prorated?

They can be spread by front footage, area, or (usually best) tentative sales price.

The tax agents have been pretty good about letting me give my first lots a heavy load of the cost. I like this since it defers payments of the taxes. But are there any traps involved?

Yes there are. First, you're handling your costs wrong and may have to pay the interest on a tax deficiency some day. Second, your profits stack up and come at one fell swoop at the last of the project. This can throw you into a higher rate bracket than if you paid the tax ratably. This is particularly true where corporations are involved.

How do I handle costs of a subdivision that are anticipated but not yet paid out when I sell a lot?

Estimate such costs and put them in the subdivision cost.

What are my best tax shelters when selling my developed lots?

Besides planning, as outlined above, to get the minimum tax rate, your only out is to defer paying the tax by selling the property either on an installment plan or on a deferred payment plan.

What's the difference between these two methods?

The rule is to choose the installment method if you receive less than 30% of the sales price in the year the sale is made. You can then spread the profit over the years of the collection, paying the tax as you go.

If the purchaser pays more than 30%, you still have some protection. If you receive a second mortgage or other property as part of the purchase price, the facts will often warrant valuing them at less than face. You can then pick up the tax tab as the payments come in through the years.



GRIFFIN: If you exchange property held for investment for a similar investment, the transaction will be tax-free and you will pay no capital gains tax until the second property is sold.

Can I exchange developed properties for other properties in tax-free transfers?

No, on property you are holding for sale (such as developed lots, houses, etc.) Any such sale or exchange will be fully taxable and you'll pay current tax on any profit.

Yes, on property held for investment (such as a shopping center, filling station, etc.). If you exchange this for a similar investment, the transaction will be tax-free and you will pay no capital gains tax until the second property is sold.

Using corporations with their low tax rate to develop lots is fine. But how can I get the dollars out of the corporation?

First, in salary. You are entitled to draw from your corporation or corporations the same amount you would be making if you worked for a stranger. If your services are worth \$20,000 a year and you worked half time for each of your two corporations, \$10,000 salary per corporation would be considered justified.

What if I take more than that?

If the Treasury can prove that you've drawn more salary than your services were worth, the corporation loses a deduction for excess.

Won't there then be an offsetting advantage in my own individual return?

No. This adjustment is a one-way street. The money is still taxable in your individual return as a "dividend." But the corporation loses deduction for it.

continued on p. 187

CARLTON
STAINLESS STEEL SINKS
for
Everlasting Beauty
plus
Built-in Efficiency

The home-owners first choice



Standard equipment for hundreds of modern homes and remodeled kitchens. Available in 4 sizes and designs. Carlton's exclusive sparkle finish.

The new, exclusive Vegi-Prep design



Very much in demand by the woman who likes to do her kitchen chores while seated. Shallow bowl is for paring and rinsing fruit and vegetables.

Good neighbor to your dishwasher



A ledge type single compartment design frequently installed next to the automatic dishwasher, or in kitchens where sink top space is limited.

Newly designed for laboratories, schools



One of many new Carlton combination ledge type and drinking fountain sinks. Installation of bubbler puts drinking fountain right in the schoolroom.

For hotels, restaurants, schools, hospitals



One of several triple compartment designs used where health regulations require an extra bowl for sterilizing.

For boats, corners, powder rooms



A lavatory bowl idea that adapts perfectly for use in mobile homes, boats, any place where sink space is very limited.



"We give this seal to no one—the product that has it—earns it."

Carlton advertising in dozens of consumer magazines is creating an ever-increasing nation-wide demand for these fine Carlton Sinks. Carlton's many exclusive features, including its exclusive sparkle finish, are making more and more people realize that simply specifying a stainless steel sink is not enough—since it doesn't cost any more to specify Carlton . . . Write for our New Illustrated Catalog No. 206 and the name of our nearest distributor . . . CARROLLTON MFG. CO., (Sink Division), Carrollton, Ohio.

CARLTON
STAINLESS STEEL
SINKS

The bright spot in your kitchen

Are there other ways of getting money out of the corporation?

After the corporation has made its money on the project, you could, if you wished, dissolve the corporation and pay capital gains tax on the gain.

Another way to take the dollars out is to sell assets to your corporation. If your cash need is temporary, you can borrow money from your corporation.

The real point: There is usually no reason to take the dollars out and pay an unnecessary tax. Chances are you'd only re-invest them in another real estate deal, or stockpile them for your business or family security. You can do this while the money is still in the corporation.

Is there any way to get all the money out without paying any income tax on the gain?

There's one way. When you die owning a corporation, your heirs can then dissolve the corporation without paying one cent in income tax. They will be considered to have a cost in your stock equal to the fair market value of it at the time of your death. Since the amount realized won't exceed the fair market value at that time, there'll be no gain, no tax.

How should I capitalize my land corporations?

Generally, it is a good idea to set the capitalization at an absolute minimum to do the job. This minimizes your risk exposure and is a good idea taxwise, since you don't lock in a lot of dollars.

But let's say the facts indicate that \$10,000 is required in front money. This is a real need—how can you adjust that?

The \$10,000 can still go in. The adjustment is made in the way it's put in. For instance, you can incorporate the company for \$500, then lend it \$9,500. (The Treasury would feel that this was unrealistic, though. You'd better use a proven ratio. The rule of thumb is about 3-to-1 (calling for \$2,500 in stock and \$7,500 in loans.)

What's the advantage of such an arrangement?

As soon as the corporation was under way, with cash coming in from lot sales, you could take out the \$7,500 in repayment without paying any tax (except on the interest).

Can selection of the fiscal year be of any particular benefit to my corporation?

A new corporation has the privilege of choosing any accounting year it wishes. It usually gets the most benefit by cutting off its first fiscal year when \$25,000 in profits have been earned.

How can my family fit into my business picture?

If any of them can perform valuable services for the corporation, they can be paid for these services. They can also be put in equity positions. Your wife or your children could own stock in your corporations, or might buy portions of land to be developed, or undivided interests in them.

And they can participate in a family partnership arrangement, sharing in the profits made by your business.

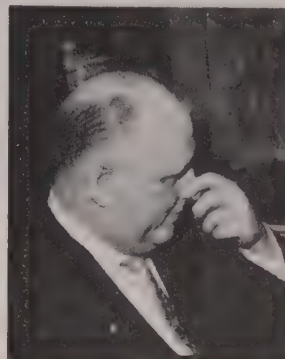
My children are in the toddling stage, not likely prospects to be business partners. Can they be put in an equity position?

A trust or trusts for these children might be set up, with the trustee participating in your business. You or your wife

might donate substantial assets to such trust, provide the directions for the operation of the trust by a trust instrument and then let the trustee participate in your business as a partner. The profits going to the trustee will be taxed, but at low (20%) starting levels.

If I give some real estate to one of my children, who is taxed on the income from any subsequent sale?

The child—as long as you have made a bonafide gift.



FELIX: If you give some real estate to your children, the child, not you, is taxed on the income from any subsequent sale—as long as you have made a bonafide gift.

How will the child's profit be computed?

On this point the Treasury talks out of both sides of its mouth. For the purpose of figuring gift tax, it uses the fair market value of the land at the time you make the gift. But when the child gets ready to figure his income tax, he'll have the same cost basis that you had.

For example, if you bought a piece of property for \$5,000 and it became worth \$10,000 before you gave it to the child, the gift tax would be figured on a \$10,000 gift. But when the child sold the property, he would take your old cost basis of \$5,000 and report a \$5,000 profit from the sale for income tax purposes.

Does this gift and subsequent sale arrangement have a tax advantage?

It might have. The child could probably get a capital gain on the subsequent sale—when you couldn't. In the example above, the effective rate would be around 10%—the trust would pay a little over 20% tax on a \$2,500 gain. (The \$2,500 is derived by taking half of the \$5,000 profit.)

My corporation has a substantial inventory of land that has skyrocketed in value. I'll admit I'm a land dealer, but I have never traded any stock. So I don't have dealer status in this regard. Can I now sell the stock, take a capital gain on it?

Your reasoning is good; so good that Congress passed a law to stop this practice. Unless your corporation has held this land at least three years since last development, it may be what the law calls a collapsible corporation. If it is, you won't get a capital gain. Better have your tax man take a close look before selling any of this stock.

But the man who has offered to buy my stock says he'll keep right on operating the corporation—and not "collapse" it. Does that make any difference?

What the buyer does or does not do with the corporation after he buys the stock will not determine your tax status.

Will the tax men try to stop the sale?

The Treasury won't mind one whit if you sell the stock—but it won't let you pay only a capital gains tax. And the ordinary tax on such sale could be confiscatory./END



"Keywall exclusively!" That's the decision of Victor DeSantis (right), vice president of The R. S. Ursprung Company. Vito DeSantis (left), job superintendent on the new Retread Plant of Firestone Tire & Rubber Company, agrees, as they inspect the job with Bob Scheurer, president, Lakewood Supply Company, local distributor of Keywall.



Keywall preferred by The Sam W. Emerson Co., Cleveland, for the Museum of Natural History, Cleveland. Approved by Garfield, Harris, Flynn & Williams, architects.

Cleveland goes "all out" for

KEYWALL

GALVANIZED MASONRY REINFORCEMENT



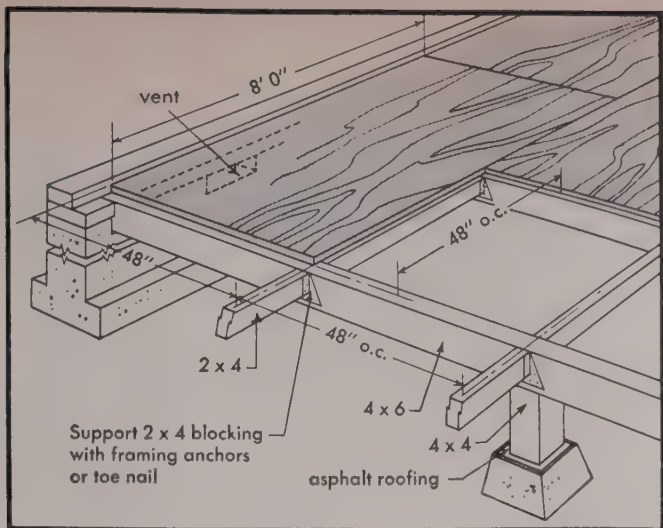
Keywall used exclusively in this large retail store of the May Co., Cleveland. Victor Gruen & Associates, Detroit, architect. Jack A. Bialosky, Cleveland, associate architect. The Sam W. Emerson Co., Cleveland, general contractor.

On this Warner & Swasey Co. warehouse, Keywall was used in alternate courses. Pilasters were on 16 ft. centers with expansion joints. Walls—18'-0" high. Joseph Ceruti and Associates, architect. The Leonard H. Krill Co., general contractor.

Typical Cleveland specification—Keywall in alternate courses. Olmstead Falls High School. Mellenbrook, Foley & Scott, architect, Berea. Barber, Magee & Hoffman, structural engineer. The Hoelzl-Martini Construction Co., general contractor.

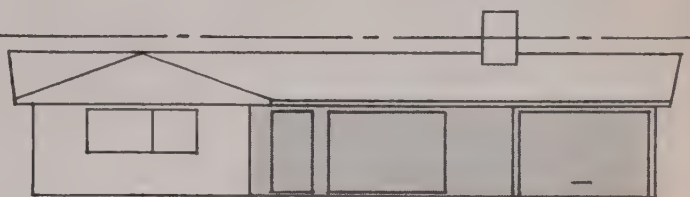
Keywall takes over. On the Lamson & Sessions Factory, Keywall was tested against another masonry reinforcement. On the office addition, Keywall is being used. The George S. Rider Co., engineers. The Sam W. Emerson Co., general contractor.





New 2•4•1 serves as both subfloor and underlay, spans 4' girder spacing. Inset 2x4 blocking supports panel edges. Finish floor may be hardwood, tile, carpet.

Girders set flush with footings lower house about 12". Result: important savings in labor and materials plus a visual bonus achieved by giving house attractive "low-lying" feeling.



with fir plywood

3. Overlaid Plywood siding-sheathing

Overlaid fir plywood also has the "plus" structural strength to serve as both siding and sheathing. The smooth, durable resin-fiber overlay is permanently fused to Exterior fir plywood to provide the perfect base for smooth, long-lasting paint finishes. Overlay eliminates checking, grain raise. Available in standard sizes, thicknesses. May be used as flat panel, board and batten or lapped siding.



Fir Plywood

means quality construction



Hurricane Audrey . . .



only ruffled shingles on Southern Construction Corp.'s prefabs . . .

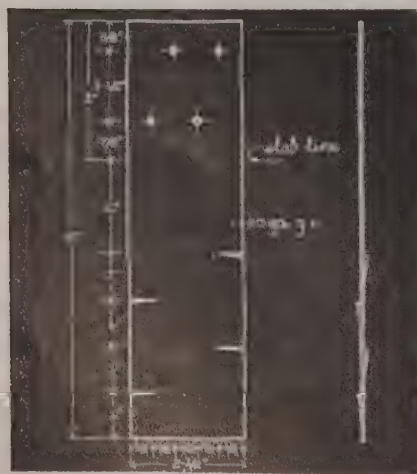
New proof that PREFABS can take it

Hurricane Audrey hit the Lake Charles, La. area with winds of 100-150 mph that lasted nine hours. It completely demolished over 2,000 homes, damaged an equal number. But not one of the 2,275 prefabs erected in the area since 1948 by Southern Construction Corp. (and

manufactured by it, Crawford or Thyer) suffered any damage worse than the ruffled asphalt shingles.

All of which adds up to a fine endorsement for the prefab house. And for the highly borrowable, money-saving idea below:

One of the reasons Southern's prefabs stood up (and a good way to save \$50 a house) is . . .



this 7¢ anchor flange . . .

anchors are 20-gauge steel, have one-half the cross sectional area of the usual 1/2" anchor bolts. They are made locally.



that is easy to set in the slab . . .

A wooden gauge block (3"x3 3/8"x6") is used to set anchors as soon as concrete is in place. Anchors are spaced 4' o.c.



and easy to nail to wall panels

As wall panels are erected, top of anchor is bent over panel's bottom plate, nailed. Use of anchor has FHA approval.



**you know you're right when you
specify by **DFPA*** grade-trademarks**

**factory-inspected,
laboratory-tested**

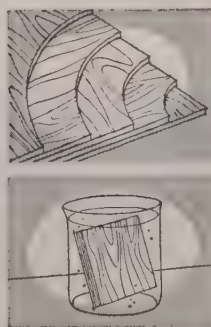
To qualify for DFPA grade-trademarks, manufacturers must pass rigid and *continuous* inspection of current plywood production. In addition to these on-the-spot mill checks by DFPA quality supervisors, thousands of samples undergo scientific testing in DFPA laboratories. *Use of grade-trademarks may be withdrawn if quality is not satisfactory.*

**right grade, right
quality for every job**

DFPA grade-trademarks are specification guides to the *right* grade for a specific job. Only genuine DFPA quality-tested panels bear DFPA registered grade-trademarks. *There are imitations. Don't be misled!*

Be sure you can tell the difference.

Send for the DFPA Quality Story—a portfolio of grade-use data and a step-by-step description of the DFPA quality control program. Write Douglas Fir Plywood Association, Tacoma 2, Washington. (Offer good USA only)

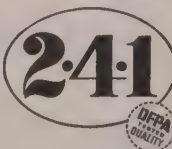


← Proper construction—
inside and out



↑ Adequate strength,
rigidity and stiffness

← Dependable glue-line

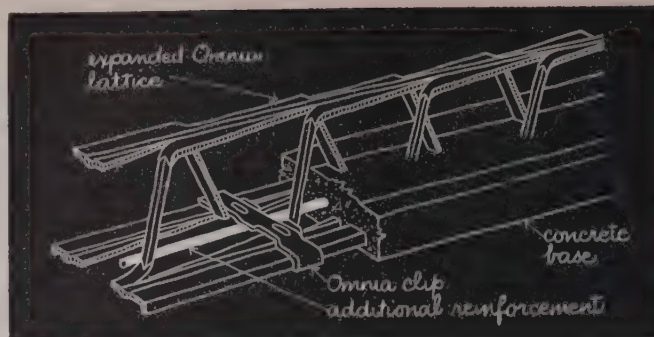


*DFPA stands for Douglas Fir Plywood Association, Tacoma 2, Washington—a non-profit industry organization devoted to product research, promotion and quality maintenance.



DFPA grade-trademarks
mean quality

Fir Plywood



TYPICAL OMNIA PLANK ASSEMBLY

HERE PLANKS ARE IN PLACE, concrete blocks are partially laid. Wooden beam, perpendicular to planks at midspan in right foreground, is supported by jacks, produces camber to give a level finished floor. Two or three core blocks can be used.

New slab-like floor system needs no forms

A. The support for this new concrete floor and roof deck system is provided by a precast reinforced steel lattice girder or "plank" with a reinforced concrete base.

This new block and beam deck, called the Omnia Floor, is adaptable to spans of 30' or more, is monolithic in character, behaves structurally like a floor slab cast in place.

The system is made up of three parts: 1) the "plank" (seen in detail, above); 2) filler blocks; 3) concrete topping. The plank forms the soffit and the hollow blocks on either side the forms for the concrete rib. The poured concrete, together with the plank, form the reinforced concrete rib.

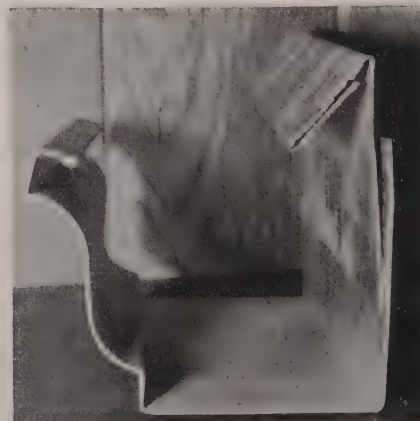
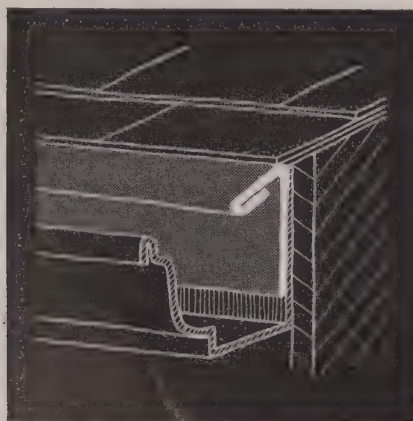
The precast plank (it weighs about 11 lbs. per ft.) is shipped and stored flat, cut to length and expanded at the site. Its bottom booms provide tensile reinforcement for erection stresses and short cantilevers. Lattice diagonal mechanically bonds the precast base and the cast-in-place topping.

For 8' spans or 4' cantilevers, no reinforcement is needed.

The lightweight concrete filler blocks—each weighs about 30 lbs.—rest between the planks and their depth can be changed to suit the job. Both planks and blocks act as support and forming for the concrete topping.

Unlike many conventional block and beam systems, the floor can be cambered during erection (see photo) to provide a level finished surface over any span.

Forming for roof lights, stairwells and stacks can be provided easily, as can change of direction in beams. Facilities for services are either placed beneath the topping, through the hollow blocks or in cross ribs. Poured concrete of the floor acts as the T-flange of reinforced beams and frames, helping to increase their resistance without additional labor or expense. Prices from 85¢ to \$1.60 psf. depending upon loads and spans. Omnia Construction Corp., Yonkers, N.Y.



Here's a way to keep gutters from backing up

B. When gutters back up, repairs to house and roof can be costly. A new accessory for conventional O.G. or type "K" gutters, called "Backstop," is designed to prevent both back-up and the repairs necessary because of it.

As its name implies, this new unit keeps water or heavy rains from overflowing behind gutters and up under roof sheathing by detouring it out along outside lip of gutter.

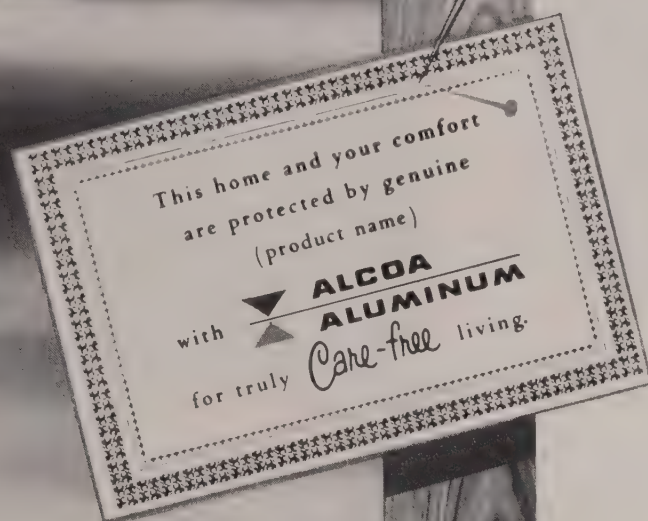
Here's how it works. Sheet metal flashing with a reverse flange top is raised above the gutter top and fastened to the fascia board so that flange top fits snugly against the lower lip of the roof sheathing. The gutter back is encased by the

fascia on one side and the vertical leg of the flange on the other. When overflow takes place, water is forced out along the gutter front not back into the building. The product is also claimed to deter freezing in winter, since the metal edge projecting into the gutter tends to lower the freeing point immediately around it. As ice builds up in the gutter, the air pocket created by the flange is compressed so that it becomes slightly warmer.

"Backstop" materials for an average house cost between \$8 and \$15, take about an hour for the average tinner to install. Squires Construction Co., Cleveland.

continued on p. 198

clad insulation a \$1,000,000 push



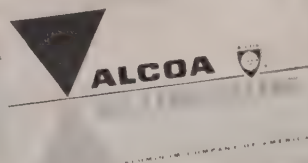
here's extra quality for your homes... and comfort everybody can afford. Install aluminum-clad insulation to bounce back furnace heat in winter and hot sun in summer. It's the *only* insulation that works all year 'round... saving fuel in winter and easing air conditioning in summer. Because a smaller furnace and air-conditioning unit are possible, equipment costs are much lower. For extra sales appeal, make sure the aluminum-clad insulation you install carries Alcoa's Care-free certificate.

Right now, 40 million people are being presold on building products made of Alcoa® Aluminum through a million-dollar promotion... a tremendous schedule on television and in national magazines.

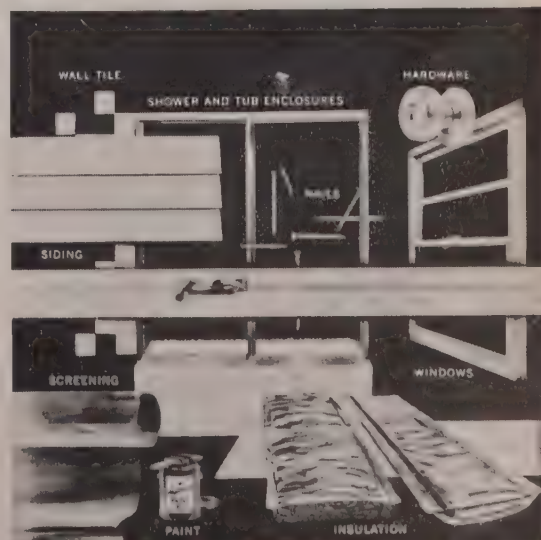
Any house you build can be more care-free. All you do is use these heavily promoted Care-free aluminum products with the Care-free Alcoa tag. For complete catalog information from leading makers of aluminum building products, send your name and address to:

Aluminum Company of America,
1969-J Alcoa Bldg., Pittsburgh 19, Pa.

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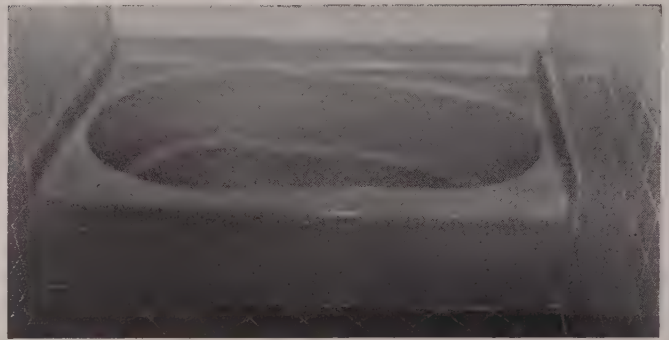
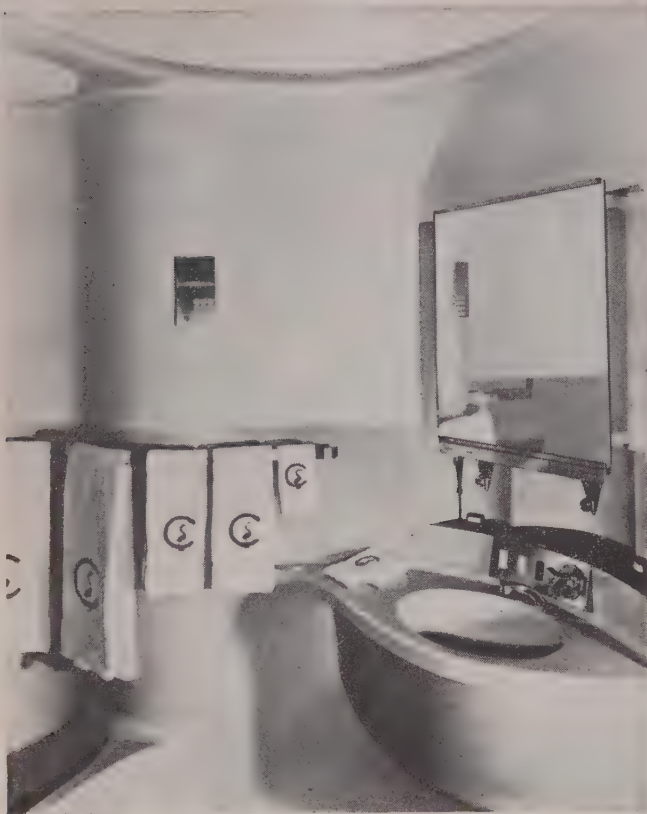
Your Guide to the Best in Aluminum Value



These aluminum products complete the Care-free picture.

NEW PRODUCTS

for further details check numbered coupon p. 230

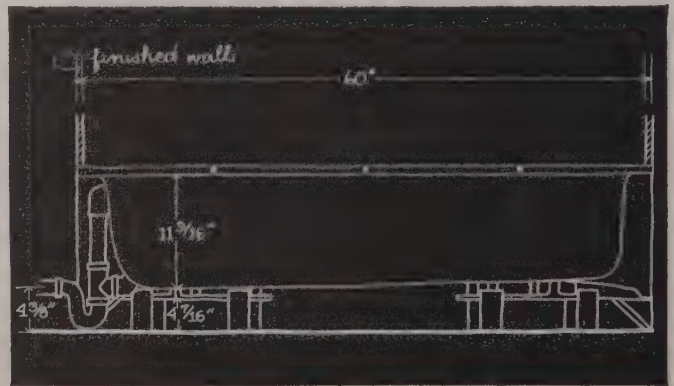
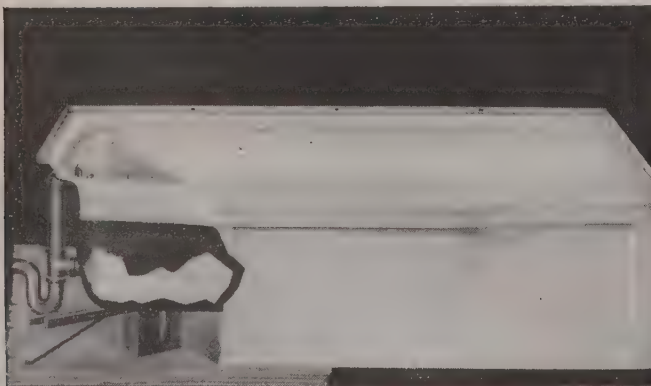


You can now buy a bathroom all-of-one-piece

C. The plumbing equipment shown here is all made of Glacera-ceramic, a new glass fiber reinforced plastic, molded into one-piece seamless construction.

The material has been used for aircraft, industrial and military applications. Last year its producer, the Dudley Industrial Corp. turned to designs for bathroom equipment suitable for the home building industry. They produced the complete all-of-one-piece bathroom, left, designed by Henry Dryfus

for the Crane Co. and shown in the Monsanto House of the Future at Disneyland, Calif. Now the company has the one-piece tub and shower stall, above, ready for the market. The light weight, noncorrosive, nonconductive shatterproof equipment is made in several colors, requires practically no upkeep. Cost: oval tub shower base, \$115; shower stalls, \$195 to \$300. For complete information and specifications, write to Glacera-mic Products Div., Dudley Industrial Corp., Santa Clara, Calif.



Plumbing for this tub runs above the floor

D. Waste lines for Ingersoll-Humphries new "Huntington" bathtub are concealed behind tub front (see cutaway photo), installed above the floor. Tub measures 5' 1., 16" h. but depth from tub bottom to top is 11 9/16", leaving 4 7/16" for plumbing between tub bottom and floor.

Straight bottom and ends of "Huntington" eliminate much of the special cutting of wall and floor tile often necessary

with contoured designs. A connected waste and overflow is furnished with the tub to help give proper installation and fit. Porcelain-on-steel tub comes in white (\$63.65) or pastel gray, blue, beige, yellow, green, or pink (\$70.15). Tub makes a good companion to the company's wall-hung toilet, was featured with it in the NAHB Research house. Ingersoll-Humphries Div., Borg-Warner Corp., Mansfield, Ohio.

continued on p. 204



Gerald B. Cox, Architect. H. George Schloemer, Builder



WOOD MULTI-PURPOSE WINDOWS

HANDSOME IN EVERYTHING BUT PRICE, PELLA MULTI-PURPOSE WINDOWS can create a striking focal point for both interior and exterior elevations. These windows feature all-aluminum and stainless steel hardware. Self-storing inside "storms" when specified. Wood or aluminum frame screens. Exclusive CLIDE-lock underscreen operator at no extra cost. 15 fixed and vented window sizes are all compatibly proportioned.

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MUTSCHLER KITCHEN
 up-grades any builder's home



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...and at less cost
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Custom tailored to your specifications, or planned for you at no extra cost by a Mutschler kitchen specialist, here's an idea worth investigating. These kitchens are complete ... ready for installation. The line includes all the latest advanced features to please the homemaker, and cabinets for any built-in appliance of any manufacture. Choice of natural grain finishes and decorator colors; stylings to complement any type of home. Send coupon for details.



MUTSCHLER BROTHERS COMPANY
 Dept. 967, Nappanee, Indiana

Please send information about your kitchens, and names of other builders in our area using them.

name _____

firm _____

address _____

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NEW PRODUCTS

for further details check numbered coupon, p. 230



a. Self-storing ironing board is not as limp as it looks. Maple board has drop leaves which lower the ends of the board so it can be stowed in its own 24" base cabinet. When ready for use, leaves lock into place to give a standard ironing-board surface. Iron, sprinkling bottles or other accessories can be stored underneath ironing board; cabinet top makes a convenient place to lay newly ironed pieces. Mutschler Brothers Co., Nappanee, Ind.



b. Swing-out shelf unit is two wall cabinets in one. When you open the door of this standard depth wall cabinet, you find a 5" d. shelf unit which swings out to a 90° angle, giving you access to a second shelf behind the first. The swing shelf is hinged at door side so it can be removed for easy cleaning. You can get this unit in cabinets 30" or 36" h. and in widths of 18", 21", 36" or 42": 36" and 42" cabinets have double doors and two divided swing-out shelf units. Cabinets are available in 16 colors on steel and in two wood finishes. St. Charles Mfg. Co., St. Charles, Ill.



c. Tappan's new cooking unit is a 42" surface range and meal-preparation center all in one. In addition to four electric cook tops, it has a NuTone Food Center unit with meat grinder, blender and knife sharpener. Cut-outs, mounting and wiring are done at factory. Retail price, minus installation, is about \$269.50. The Tappan Stove Co., Mansfield, Ohio.

continued on p. 208

Notice how his homes feature Lennox?"



*A tip to take the
sag out of sales*

If your sales are slipping, now is the time to ask yourself WHY? Too much competition for your prospects' dollars? People too particular? Prices too high?

There's a mighty important reason for sagging sales that many builders now realize. Lennox' experience with the buying public has established this indisputable fact: *the builder who cuts costs by using inferior products loses the confidence of his prospects—and then inevitably loses sales.*

Lennox name sells for YOU!

Take a cheap furnace, for example. Prospects are quick to spot poor quality in the unit that heats the home. The builder's prestige is bound to suffer. But watch the gleam of recognition—and satisfaction—when customers discover Lennox! Man, there's quality that's never, *never* cut! And people know it! The name that meant warmth in Grandmother's day means dependable heating to home-hunters today. And this dependability, by actual proof, pays off directly in greater customer confidence . . . greatly increased sales.

Here's what we mean by Lennox *quality*: products designed with such imagination and manufactured with such care that no other maker can match them for performance. That's the kind of quality that's engineered into every part of every product made by Lennox—world's largest manufacturer of warm air heating and air conditioning equipment. Feature Lennox, and your homes will never be labeled *cheap*!

An expert on your team!

What means almost as much to you as the superiority of Lennox products is the way Lennox follows through. Take the Lennox Comfort Craftsman right in your community, for example. He is factory-trained by factory engineers to make superb Lennox equipment perform to perfection. His service is part of our obligation—to make sure your customers get all the comfort and enjoyment Lennox equipment is built to provide.

This expert serves right on your staff, and works directly with Lennox. As each of his jobs is done for you, another customer sings your praises . . . and helps you sell your homes.

Super-charged promotion aid!

There's one more vital reason why Lennox is a much bigger bargain than any low-priced heating or air conditioning product. Lennox quality shows up in our selling help, too. There's no wasting a builder's time with gimmicks and "weak-sister" sales tricks. Lennox spent two years developing a complete, sound home-selling plan—the Woman's Touch Program—designed exactly for these competitive times. Packed with power, this program is working wonders for builders over the nation. It's ready to go to work for you . . . NOW!

Don't let selling problems get you down. If you need help to take the sag out of your sales, get in touch with your local Lennox Comfort Craftsman right away . . . or mail the coupon below to Lennox today!

More families buy

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World leader in all-season

air conditioning for the home



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*For information,
call your Lennox
Comfort Craftsman,
or mail coupon today!*

**Lennox Industries Inc.
Merchandising Dept. HH-9
Marshalltown, Iowa**

Gentlemen: Please send information about Lennox heating and air conditioning, and about your *Woman's Touch* program, including details of the *Woman's Touch* model home promotion package and your national competition for home-feature ideas.

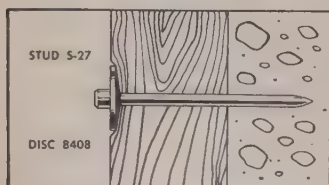
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Just one of **101** Stud Driver uses!

No outside power, no pre-drilling—

Anchor partition plates or furring strips in seconds with the Remington Stud Driver



The job pictured above calls for a $\frac{1}{4}$ " Remington S-27 Stud with 22 caliber Power Load. Stud sets arrow-straight, solidly, permanently—no cracking of concrete or wood.

You save time, cut construction costs with this cartridge-powered fastening tool. It sets up to six $\frac{1}{4}$ " or $\frac{3}{8}$ " diameter studs a minute in concrete or steel. Barrel change-over takes just 90 seconds. You can take the tool anywhere, use it anywhere—no wires, no pre-drilling. Over 40 Remington Studs to choose from, plus scientifically graded 22 and 32 caliber Power Loads give the versatility needed for light, medium and heavy-duty fastening.

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Please send me your free booklet which shows how I can speed the job and save with the Stud Driver.

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Address _____

City _____ State _____



d. Utility cabinet can be used in kitchen or bath. It is 21" w., 13" d., 81" or 84" h., depending upon whether a removable collar is inserted between upper and lower sections. Shelves are adjustable. Picture shows cabinet recessed in bathroom wall. Lower section has stainless steel door pulls; upper part has touch latches. About \$40 f.o.b. Canton, minus installation. Republic Steel Kitchens, Canton, Ohio.



e. One-piece aluminum window can be nailed or screwed quickly into sheathing or framing. Integral fin runs full perimeter of window, is prepunched for nails or screws. Unit is fitted into opening, leveled and attached. Once in place, the exterior siding can be built-up and butted securely against sill, jambs and head. Extended fin thus helps to give a weather-tight seal and supplies added rigidity. You can get integral fin trim on the following window types: double hung, casement, awning, projected, horizontal slides and jalousie. For information, write Aluminum Window Manufacturers' Assn., New York City.



f. Here's a new flashing material to use for window drip cap flashing, as seen here. Use it, too, for sill, corner, side-wall and concealed valley flashing. Called Aluminum-Champ, the material is made of Alcoa aluminum bonded to heavy-duty creped paper and reinforced with glass fiber yarns. It is specially treated to resist corrosion and pitting. You can get Aluminum-Champ in 2 and 4 mil weights, 120' rolls in widths from 4" to 48". Ludlow Papers, Inc., Needham Heights, Mass.

continued on p. 214



What to tell home-seekers
about

MASONITE

EXTERIOR GRADE DORLUX

and its lifetime guarantee

You are showing a house to an interested couple. They look over the garage. They see the Lifetime Guarantee label on one of the garage door panels.

You seize the opportunity to emphasize the value of Masonite® Exterior Grade Dorlux® for these panels. You tell them about:

No weather worries.

No splitting, splintering, cracking or delaminating.

How they withstand sudden impact.

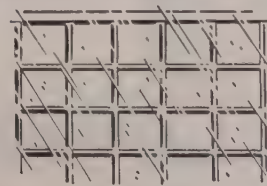
No repainting for years and years, because there is no grain to rise and mar the surface finish.

The smooth, attractive appearance and how it stays that way.

Many of the country's foremost garage door manufacturers now use Masonite Exterior Grade Dorlux. We'll be glad to tell you their names. Write Masonite Corporation, Dept. HH-9, Box 777, Chicago 90, Illinois.



Stands up
under hard service



Withstands
weather changes



Repainting is
extra years away

Look for the guarantee!

© Masonite Corporation—
manufacturer of quality panel products.



for further details check numbered coupon, p. 280

Vacu-FLO® ATTRACTS MORE HOME SALES

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Pacesetter Homes, Inc.

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Mr. N. E. Hovey,
 Director of Sales
 H-P Products, Inc.
 Louisville, Ohio

Dear Mr. Hovey

Without a doubt the most outstanding feature of our model homes is the Vacu-Flo Built-in Vacuum Cleaning System. Public reaction to this unique piece of equipment is tremendous on both male and female members of our home seeking families.

The housewife's reaction to the built-in vacuum cleaning equipment is spontaneous and has the 100% approval from all who have seen it.

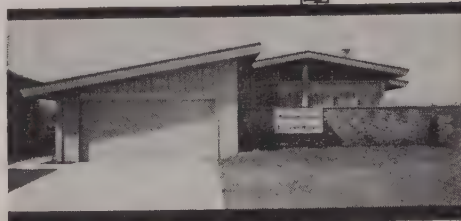
When all the advantages are demonstrated; such as the dustless cleaning because of outside exhaust, convenience of operation with no machine or electrical cord and the powerful suction; Vacu-Flo is quickly recognized as a real advancement in built-in home service.

Our Vacu-Flo display and demonstration is a very important part of our sales program to the potential home buyer.

Sincerely,

Harry J. Quinn
 Harry J. Quinn, President
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HJQ:c



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 Weldwood Model
 House — Vacu-
 Flo equipped—
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"Without a doubt the most outstanding feature of our model homes is the Vacu-FLO® BUILT-IN CLEANING SYSTEM."

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Thousands of Vacu-Flo installations throughout the nation are increasing more and more interest and demand for Vacu-Flo. Every builder can profit by featuring easily installed Vacu-Flo in any price home.

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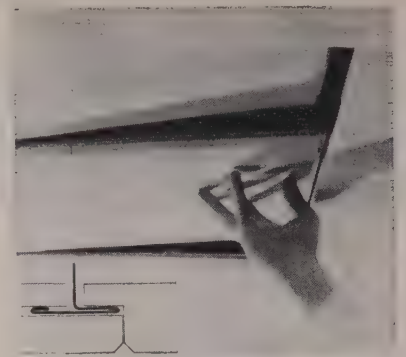
Please send me Vacu-Flo brochure:

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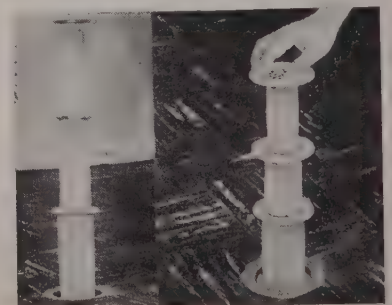
Check if: Architect _____ Builder _____ Homeowner _____



g. Fiberglass access tile, for use in standard concealed suspension ceiling system, lets you have full accessibility to the space above. Striated and random perforated tile are specially kerfed and shiplapped for installation on concealed "Z" spline mechanical suspension system. "Z" members are erected on 24" centers attached to 1½" furring channels or directly to bar joists. Kerfed end of the Access Tile is fitted to flange of one member and shiplapped end of the tile lies on the adjacent "Z" spline. Tile measures 12" x 24" x ¾". 60¢-80¢ a sq. ft. installed. Owens-Corning Fiberglas Corp., Toledo 1, Ohio.



h. Prefabbed roof curb is made of zinc-coated steel sheet and a treated wood nailer that is claimed to resist dry rot and insect attack. Curb can be properly flashed simply by nailing to treated wood block at the top. Unit is shipped knocked down, can be assembled at site with eight bolts and four nails in about ten minutes. Curbs are stocked in 22 standard square sizes, ranging from a 6" throat opening to a 72" throat opening. You can also order rectangular curbs; 6" x 12" costs about \$9. The Breese Bros. Co., Cincinnati 2, Ohio.



i. Telescoping standpipe—the Sewer-O-Matic—is a corrosion resistant and shatterproof unit claimed to prevent flooding, sewer odors, etc. in basement floor installations. It is installed in 3" or 4" floor drains, flush with floors. When sewers back up or flood waters rise, the unit automatically elevates, giving up to 32" of flood protection. When water level falls, unit is pushed back to position by hand. \$12.95. Sewer-O-Matic Inc., Chicago 36.

continued on p. 216



W O N D E R W A L L

A brand new flexible approach to planning . . . luxuriously finished 2-sided hardwood cabinets which furnish, divide and provide needed storage space in any area of the home. Any or all of the fifteen modular units available can be used individually or grouped in a number of decorative and functional arrangements. Opens up unlimited opportunities to add beauty and utility to every room.

flexible
storage
throughout
the house

custom **wood cabinetry** by

i-XL

...makes every home easier to build...easier to sell!

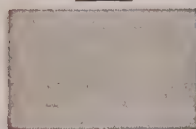
Softone

CUSTOM HARD-
WOOD KITCHENS

Here is *economical* custom kitchen luxury . . . beautiful pre-built, pre-finished modular hardwood units, ready to be combined into dream kitchens of your own creation! Offers all the latest work-saving features plus *meets the popular demand for wood!* In rich, tawny *Softone* . . . a warm birch finish that blends with any decorating.

Lavanity

A dressing table, lavatory and storage chest, custom combined from two standard I-XL hardwood units. Just one of infinite decorator combinations possible with the five basic units available. Provides maximum beauty and utility at minimum cost . . . modernizes bathroom, powder room, dressing room, recreation area.



Also available in

Pearlstone

I-XL's exclusive new
limed oak finish

Learn more about I-XL's exciting new WONDERWALL, complete line of LAVANITIES, plus SOFTONE, PEARLSTONE AND BIRCH-LURE KITCHENS. Send for free color catalogs today!

Distributorships
still available in
a few good territories.

I-XL FURNITURE CO. 67 W. Division St., Chicago 10, Ill.

Gentlemen: Please send me free color catalogs and price lists on Wonderwall, Lavanities and all Custom Hardwood Kitchens.

My Business is _____

My Name _____

Street _____

City _____ State _____

THE **i-XL** FURNITURE COMPANY, INC.
General Sales Office: 67 W. Division St., Chicago 10, Ill.

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CROSSETT

*Royal Oak Floors*ARE **FAMILY** FLOORS

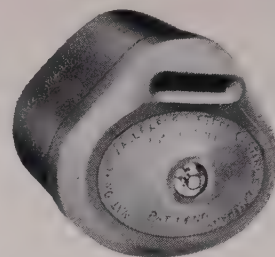
You can sell any house quicker, easier, if it has "floor appeal." . . . For the last word in modern floor appeal, lay a Crossett ROYAL OAK FLOOR. No other material matches the warmth, the natural beauty; the economical long life of a Crossett ROYAL OAK FLOOR.



SEND FOR YOUR FREE BOOKLET

This booklet — "A Home Owner's Guide" — gives you complete information on how to lay, finish and maintain oak floors. For further data and information, address Dept. 759.

Crossett LUMBER COMPANY
A Division of The Crossett Company
CROSSETT, ARKANSAS



j. Cash-Stasher is a compact little safe, measuring $5\frac{1}{2}$ " x $5\frac{1}{2}$ " x 6" and weighing under 10 pounds. It can be imbedded in a wall or concrete floor, bolted to a steel girder. Cash and other valuables are deposited in the safe through a slot containing a patented spring steel device claimed to prevent pilfering. Unit is made of thick malleable iron castings; door has a multiple-pin tumbler-type lock set deep into face to prevent lock from being broken. Price: \$39.75. National Malleable & Steel Castings Co., Cicero 50, Ill.



k. New plastic wall covering, made from Teraise brand plastic developed by Monsanto, comes in continuous rolls 12" w. It can be applied to walls directly from rolls, either horizontally or vertically, with water-soluble adhesives. Plastic can be cut with scissors or knife, applied over plasterboard or hardboard with little wall preparation. Textured surface of the material is similar to that of leather or wood and it is claimed to be scrubbable, rubbable and color fast. The plastic is self-extinguishing. Prices range from about 43¢ to 51¢ a sq. ft. depending upon color and size of order. Hamilton Co., St. Louis.

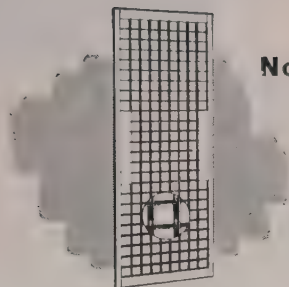


l. Parquet linoleum tile is one of a collection of new Armstrong patterns and products. This one combines the look of wood flooring with easy-upkeep scrubbable linoleum tiles. Square 9" x 9" tile has diagonal graining, may be arranged as a mitered block design, chevron pattern, etc. Rectangular tile, 6" x 12", has graining running the length of the material, may be installed in herringbone, plank, stripe, ashlar and other custom floor designs. Both sizes come in service gauge in several colorings of maple and redwood. Armstrong Cork Co., Lancaster, Pa.

continued on p. 218

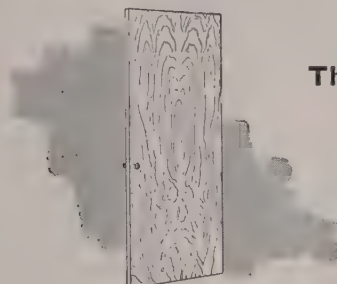
Why Curtis New Londoner Doors

make "cheap" doors an expensive luxury



No warping...no complaints

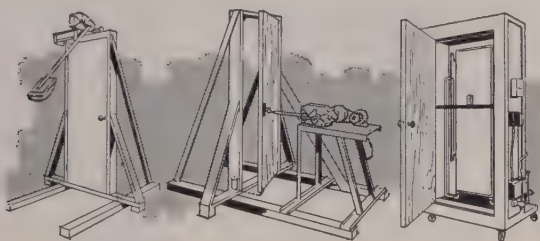
It takes an extra regard for quality to provide balanced construction and an all-wood, locked-in core like this. That is why Curtis New Londoner doors don't warp, stay easy to open and close, regardless of humidity or temperature.



The special beauty of matched-grain panels

Extra care goes into the selection of face panels for Curtis New Londoner doors. The grain patterns of beautiful native woods are *matched* to provide actual pictures in wood. You can spot New Londoner quality at a glance.

Proved in torture tests like these



Curtis New Londoner doors have undergone almost unbelievable punishment in special, accelerated torture tests in which the doors were slammed, banged with heavy weights and kept in steam cabinets for long periods of time. Every New Londoner door tested came through with flying colors—positive proof that these doors give lifetime service.

Guaranteed quality



New Londoner hollow-core flush doors—and American solid-core flush doors—are guaranteed by the manufacturer—Curtis Companies Incorporated. Since 1866, Curtis has made fine woodwork and this long business experience stands behind this guarantee. Curtis Certificate will be furnished by your Curtis Woodwork dealer.

New Londoner doors and all Curtis Woodwork are sold by Curtis dealers in most parts of the country. See for yourself why Curtis gives *most* for the money.



CURTIS

WOODWORK *heart of the home*

Curtis Companies Service Bureau
200 Curtis Building
Clinton, Iowa

Tell me more about Curtis New Londoner doors,
Silentite windows and other Curtis Woodwork.

Name

Address

City.....State.....

for further details check numbered coupon, p. 230



Blistering and peeling paint is one of the most common types of damage caused by the collection of excessive vapor in the side walls.

Eliminate the ravages of moisture with *Premoulded Membrane* the only **TRUE** vapor seal!

TRADEMARK

Rotting walls... blistering and peeling paint... masonry efflorescence (the white powder that forms on the outside of brick buildings)... warping and rotting wood floors and termite problems are just a few of the many evils we have learned to live with... all of them are directly or indirectly caused by excessive vapor condensation.

Governmental and academic research has proven that more than 80% of the moisture induced into the home is from the ground source. It makes little difference whether gravel is used under the basement, slab floor or crawl-space... or whether the site is on high or low ground, whether it's on a sand dune or a cess pool—somewhere below the structure, water exists and vapor will soon rise into the

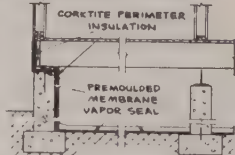
building. The only way to eliminate destructive moisture is in the original construction with the installation of "PREMOULDED MEMBRANE," the industry only TRUE vapor seal. In construction application the 4" x 8" sheets of "PREMOULDED MEMBRANE" are laid directly over the hard tamped grade or fill with a 6" head and side lap that is sealed with Sealtight Catalytic asphalt... producing a monolithic vapor seal with mechanically sealed joints, that will expand and contract with the concrete slab above... without breaking the bond. "PREMOULDED MEMBRANE" has a permeance rating of only .0066 grains per square foot. We sincerely invite your comparison of "PM" against all other so-called vapor barriers on the market.

IDEAL FOR ALL TYPES OF CONSTRUCTION

SLAB-ON-GRADE



CRAWL SPACE



BASEMENT



The above drawings graphically illustrate how the installation of "PM" completely isolates the superstructure from soil moisture.

Write today for complete information and your set of "Tech-Tips."



see our catalog in



or write for copy

W. R. Meadows, Inc.
10 Kimball St., Elgin, Illinois

Gentlemen:

☐ Send me complete information and "Tech-Tips."

☐ Have representative call.

NAME _____ TITLE _____

FIRM _____

ADDRESS _____

CITY _____ STATE _____

SEALTIGHT

PRODUCTS FOR
BETTER CONSTRUCTION

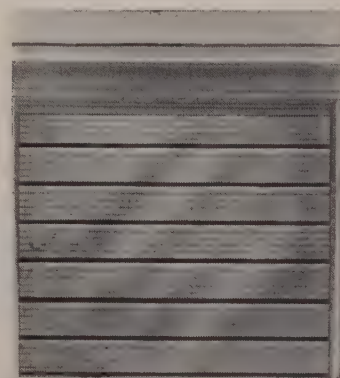
W. R. MEADOWS, INC.

10 KIMBALL STREET
ELGIN • ILLINOIS

m. Handsomely styled mailbox is an accessory you might think about including with your house. This one has a contemporary look, is finished in dull black with solid polished brass trim. Pouch suspension on brass bushings closes box automatically. Unit is 16" l., 6 $\frac{3}{4}$ " h., 5 $\frac{3}{4}$ " d., weighs six pounds and sells for \$12.95. Other boxes from this company feature colonial hardware, envelope flaps. You can also get vertical mailboxes with magazine holders beneath them. McKinney Mfg. Co., Pittsburgh 33, Pa.



n. Miniature stilts let a workman insulate, fur acoustical work, paint, plaster, put up drywall—walking as he goes. Shujax "Walking Scaffolds" strap around the legs, provide a broad base for a man to stand upon. The stilts raise a worker from 16" to 24"; springs under the shoe platforms let him move in all directions at a normal gait. Shujax are made of aluminum and are light and easy to use. US Metalite Corp., Lafayette, Ind.



o. Aluminum overhead garage door is in seven sections, linked by an interlocking hinge which runs the full width of the sections. Standard headroom is 8"; minimum headroom is 3 $\frac{1}{4}$ "; side room is 3 $\frac{3}{4}$ ". Door comes in sizes from 8' x 6'-6" up to 16' x 7', weathersealed for snug fit. Sections ride on heavy gauge steel tracks. Door is shipped in one package with hardware and installations instructions. Windsor Door Corp., New Hyde Park, N.Y.

continued on p. 220

With New Gold Bond TRI-DEK, you GIVE MORE HOUSE FOR LESS MONEY



Take advantage of the growing popularity of spacious open-beam construction. Gold Bond's new roof deck slab, TRI-DEK, helps you build faster, better...and with more profit.

Three products in one—roof deck, insulation, finished ceiling—applied in one operation; you save time, material, money. You get these extras too:

1. Tongue and groove on all four sides make a solid deck.
2. Optional self-sealing joint on all four sides, with vapor

barrier, in the 2" and 3" thicknesses saves caulking on the job. TRI-DEK in 1½" thickness for mild climates is made without seal or barrier.

3. The 2' x 8' slabs are *strong and rigid*... thanks to Gold Bond's special Fiberlok manufacturing process.

New TRI-DEK with its flame-resistant ivory-white ceiling finish will help build *your* sales. For more information, call your Gold Bond® representative or write Dept. HH-97, National Gypsum Company, Buffalo 2, New York.



INSULATION BOARD PRODUCTS

NATIONAL GYPSUM COMPANY

Gold Bond
BUILDING PRODUCTS

for further details check numbered coupon, p. 230



L & H "ECONO-MATIC" STANDARD CUSTOM-BILT ELECTRIC OVEN

Giant size—full 18" wide
x 18" high x 19 7/8" deep.

Giant value—Deluxe fea-
tures at low price.

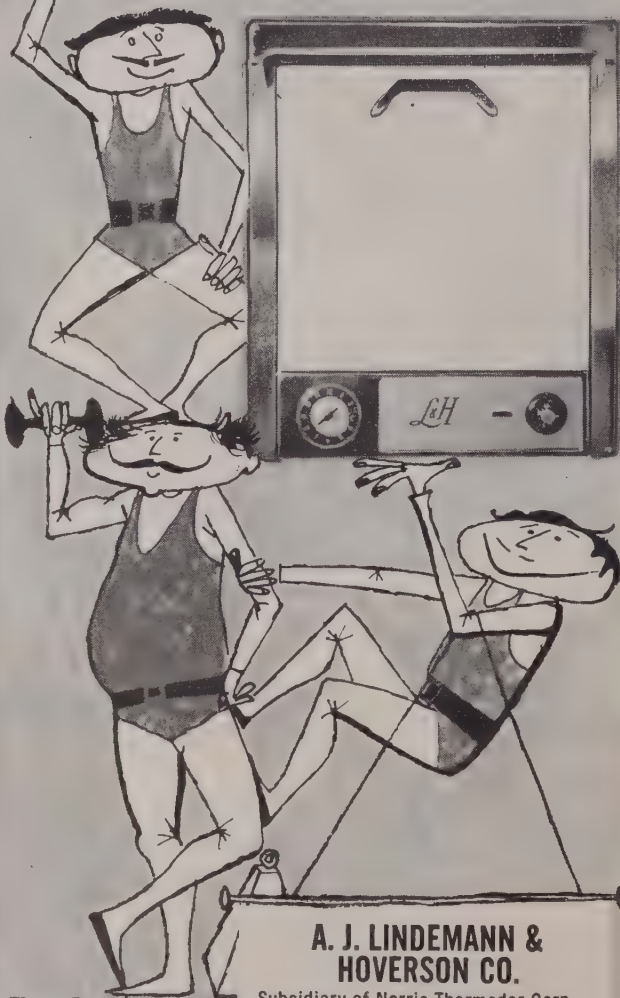
Designed particularly for
budget kitchens, yet the
L & H "ECONO-MATIC"
CUSTOM-BILT ELECTRIC
OVEN offers deluxe quality
features and maximum
flexibility for kitchen plan-
ning.

The L & H "ECONO-MATIC"
OVEN is fully automatic
with recessed infra-red
open-coil broiling ele-
ment, smokeless broiler
pan and tray, "balanced
heat" baking element and
combination timer, elec-
tric clock, and teleminute
timer. Full width protec-
tive hood. Single knob
thermostat control for
broiling, baking, or roast-
ing. Fully automatic pre-
heat. Automatic oven in-
terior light—oven signal
light. Sparkling stippled
white porcelain enameled
oven interior with smooth
rounded corners is easy to
clean. Almost 6500 cubic
inches of usable oven
space. Fits into any stand-
ard 24-inch cabinet.

Model LPO in choice of
five Porcelain Decorator
Colors. Model LSO in
Lifetime Stainless Steel.
"Easy-View" window op-
tional. There is a size and
model L & H CUSTOM-BILT
cooking top to fit any
kitchen plan.



ANNOUNCING



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Subsidiary of Norris-Thermador Corp.
661 W. Cleveland Ave., Dept. HH-957
Milwaukee, Wis.

Please send descriptive literature on
Bilt-in Electric Ranges.

Please check classification
☐ Builder ☐ Architect
☐ Electrical Contractor
☐ Wholesaler ☐ Dealer

Name _____

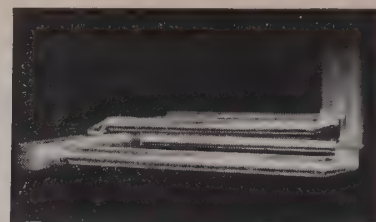
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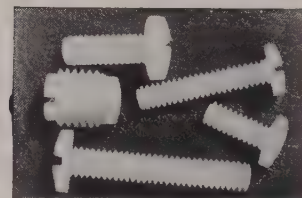
Zone _____ State _____

THE ALL NEW 18 INCH L & H 'ECONO-MATIC' STANDARD CUSTOM-BILT ELECTRIC OVEN GIANT SIZE GIANT VALUE

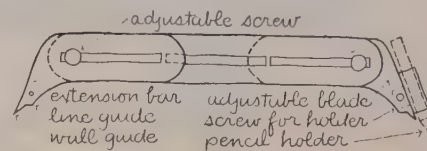
3-1138



p. Seal-Tite distribution system for home heating and cooling is a prefabricated line of die-cut duct, pipe and fittings claimed to eliminate leakage through joints of ducts and fittings. The seamless fittings seal-in heat and/or air and the streamlined design of the system is claimed to minimize air turbulence. The Williamson Co., Cincinnati 9, Ohio.



q. New nylon screws are molded one at a time, are ideal for applications where closely-held tolerances are important. Machine screws come in initial stock sizes of 6/32, 8/32 and 10/32, range in length from 3/8" to 1". Headless set screws up to 5/16" OD and 13/32" 1. are also available. Threads are class 2, unified standard. Screws are non-magnetic, non-toxic, fungus-proof and will retain their shape even after sterilization. Gries Reproducer Corp., New Rochelle, N.Y.



r. Contour Scriber for work with linoleum, tile, wood, plastics, sheet metal solves the problems of how to fit these materials around pipes, cabinets, door sills and frames. This little tool—adjustable to 12 3/4"—has a pencil point on one end, a cutting point on the other. To use in fitting tile surfaces, place a row of loose tiles over the last row of installed tiles, adjust scriber to exact width or length of tile being used (measured from scriber point to pencil point), hold scriber square to end of wall with the marking point on top of loose tile. By moving the scriber along the wall, keeping it square to the wall at all times, the exact outline of the wall will be marked on the loose tile for cutting. You cut and fit; job's done. Price: 98¢. Charles Machine Co., Springfield, N.J.

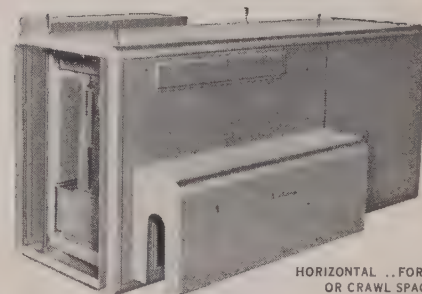
For Publications see p. 222



HI-BOY OR COUNTERFLOW... FOR UTILITY ROOM, ALCOVE OR CLOSET. OIL OR GAS.



LO-BOY... FOR BASEMENT, GARAGE OR UTILITY ROOM. OIL OR GAS.



HORIZONTAL... FOR ATTIC OR CRAWL SPACE. OIL OR GAS.

Homes sell faster...

**at HIGHER
PROFIT**

**when you build with
the buyer's future in mind!**

Airtemp

automatic furnaces let home buyers add summer cooling *any time* in the future. Give the houses you build extra sales appeal at lowest cost with versatile, "*future-designed*" Airtemp automatic furnaces! Here's how:

The home buyer adds cooling... whenever he wishes! With Airtemp furnaces you give your houses the important "plug" of optional future cooling.

Neat, compact—economical installation.

Airtemp furnaces are completely self-contained, assembled and pre-tested. They install easily in small spaces.

Local delivery—factory-trained assistance. Having an Airtemp dealer nearby means prompt delivery. It means factory-trained assistance with your installation, plus prompt service.

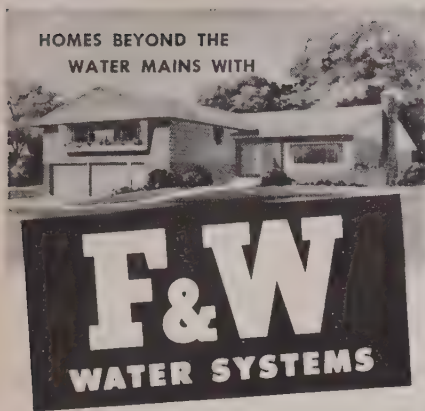
Moreover, Airtemp's big choice of heating and cooling means equipment that's exactly right for any need.



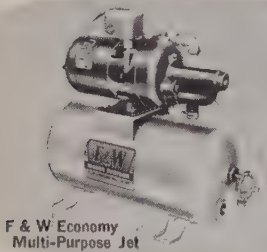
Check with your Airtemp dealer.
He's in the Yellow Pages. Or
write: Airtemp Division,
Dept. HH-9-57,
Chrysler Corp., Dayton 1, Ohio.

HEATING—PLUS AIR CONDITIONING FOR ROOMS, HOMES, BUSINESS BUILDINGS, AUTOMOBILES

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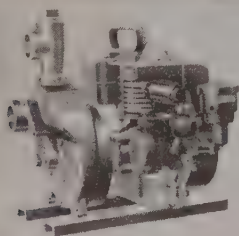
SELL QUICKER, EASIER



This economical jet pump converts from shallow to deep well by taking ejector off pump and moving it down into well. Substituting high pressure ejector enables higher discharge pressures, or use on deeper wells. 1/2 H.P. Motor, 480 G.P.H. & 1/2 H.P. 750 G.P.H. @ 15 ft. & 20 P.S.I. Available with 6, 12, or 30 gal. tanks.



Gives you capacities up to 1600 G.P.H. and depths to 500 feet for wells 4" or larger. Easily installed. Water lubricated, built for long, low-cost operation under water. Minimum maintenance, silent, invisible, self-priming, automatic. Solves deep-well problems better, at lower cost.



F & W Contractor's Pump, Ideal for Draining Excavations
Gasoline-engine powered, ruggedly built for heavy-duty. Easily portable, weighs only 35 lbs. Handles water containing solids and abrasives without clogging.

FLINT & WALLING MANUFACTURING CO., INC.
965 Oak Street, Kendallville, Indiana
PERFORMANCE-PROVED SINCE 1866

702. K&M Insulpanel. Keasbey & Mattison Co., Dept. HH, Ambler, Pa. 8 pp.

Here you'll find methods of using Insulpanel for modern roof decking. Product consists of a core of light-pressed wood fibers impregnated with waterproof asphalt compound and surfaced with inorganic asbestos fibers and Portland cement. Insulpanel is fire-resistant, noncorroding.

703. Kitchens by Del-Mar. Del-Mar Cabinet Co., Inc., Dept. HH, Atlanta, Ga.

Kitchen cabinet plan book has pages of drawings on cabinets, notes on their dimensions (all wall cabinets are 36" w.; all base cabinets have shy width of 35 3/4"; oven cabinets are 25" w.), finishes and installation methods.

704. Let's sell. The Coleman Co., Inc., Dept. HH, Wichita 1, Kan.

Here's a planning kit to help you see how to knit realtors, suppliers and subcontractors into an effective sales team for you. Organization procedures are given and there's a listing of signs, arrows, pennants, give-away items, etc., you could use to promote heating and air conditioning in your house.

705. Bulldog catalog. J. D. Polis Mfg. Co., Dept. HH, 2900 W. 26th St., Chicago 23, Ill. 6 pp.

You'll find here five types of self drilling expansion anchors for concrete, details on Bulldog pin bolt drives, flush anchor holders, wire ceiling plates, hammer chucks and toggle bolts.

706. Horn Construction Data Handbook. A. C. Horn Co., subsidiary of Sun Chemical Corp., Dept. HH, 252 Townsend St., San Francisco 7, Calif. 108 pp.

This new manual contains over 30 construction tables, guides and charts to help solve problems in building maintenance, construction and engineering. About 95 specialty products for users in 11 western states are given; with each is a brief outline of recommended uses, application methods, etc.

707. Richmond Plumbing Fixtures. Rheem Mfg. Co., Dept. HH, Metuchen, N.J. 28 pp.

Here you'll find seven colors, seven styles of lavatories. Illustrations, specifications and roughing-in details for lavatories, tubs, toilets, etc. are given.

708. Apeco AutoStat. American Photocopy Equipment Co., Dept. HH, 1920 W. Peterson Ave., Chicago 26. 12 pp.

New Apeco Dial-A-Matic Auto-Stat is a copy-maker that reproduces just about any original, regardless of type of ink, paper or color. Booklet explains the machine's uses.

709. Condensed Guide to Hyster Trucks and Attachments for Materials Handling. Hyster Co., Dept. HH, 2902 N.E. Clackamas St., Portland, Ore.

New 12-page book covers the company's line of basic truck models, includes work-
continued on p. 223

when it comes to

HOUSES

there's no place like

HOUSE & HOME

the only professional magazine

devoted exclusively

to houses,

their design, construction,

finance, merchandising

and sales

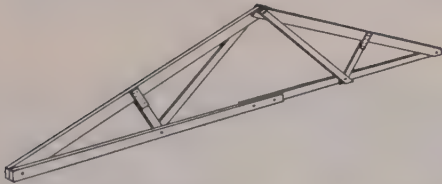


3 SAVING STEPS

Build your own

TECO TRUSSED RAFTERS

Using TECO Design Data and
Wedge-Fit split ring connectors

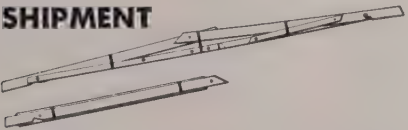


FABRICATION



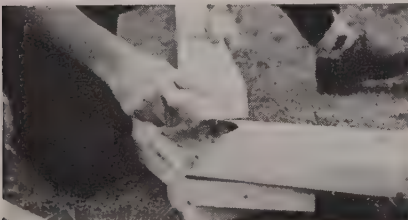
Only a minimum of equipment is needed to fabricate TECO trusses: electric drill, portable power saw and TECO cutterhead. Fabrication is simple. Few saw cuts required. Boring and grooving done in one operation. Fabricating bench at plant or site speeds up production.

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You can ship TECO split ring trusses folded or knocked down with a space saving of from 35% to 80% per truss.

ASSEMBLY



Fool proof assembly. No assembly jig is required. Use any flat surface. With TECO Wedge-Fit split rings automatically aligning truss members, the truss goes together one way, the right way.

SEND TODAY

for Free TECO FABRICATING BENCH DESIGN, as a guide to production-line trussed rafter fabrication, and "HOW TO BUILD WOOD FRAME TECO TRUSSED RAFTERS," for step-by-step procedure in the fabrication, assembly and erection of TECO trussed rafters.



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I am planning to build homes.
Please send me FREE copy of TECO Fabricating
Bench Design and "How to Build Wood Frame
TECO Trussed Rafters."

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Firm.....
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City, State, Zone.....

PUBLICATIONS

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ing specifications for each one. Attachments designed for specialized job applications are featured, too.

710. Valance, Cornice and Cove Lighting. Westinghouse Electric Corp., Dept. HH, Bloomfield, N.J. 8 pp.

General rules for the structural design and installation of valance, cornice and cove faceboards are listed. You'll also find recommended materials and finishes for faceboards; sketched construction details, significant dimensions, supported by sketches, for the location of wiring channel and light source; a table of light source types, etc. Photographs of typical valance, cornice and cove lighting are included, too, as is a section on hanging curtains and draperies.

711. GF catalog No. 22. General Fittings Co., Dept. HH, East Greenwich, R.I. 16 pp.

This new guide to selection of domestic water heating and piping specialties has over 100 illustrations and diagrams, a great deal of information about the company's external and internal tankless water heaters, indirect water heaters, mixing valves, water hammer silencers, etc.

712. Time Saving Tips for the Draftsman and Engineer. Frederick Post Co., Dept. HH, 3650 N. Avondale Ave., Chicago 18, Ill. 34 pp.

Want to learn about 59 shortcuts to speed drafting and computation work? This book reports on techniques used by leading engineers and draftsmen who save time without sacrificing precision. The book also contains illustrations bound to be of interest to you.

713. Alpha Pipe, Fittings and Valves. Alpha Plastics, Inc., Dept. HH, 78 Okner Parkway, Livingston, N.J. 12 pp.

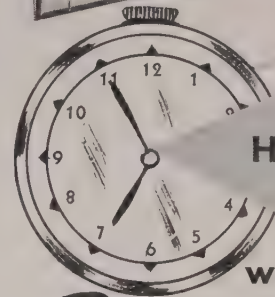
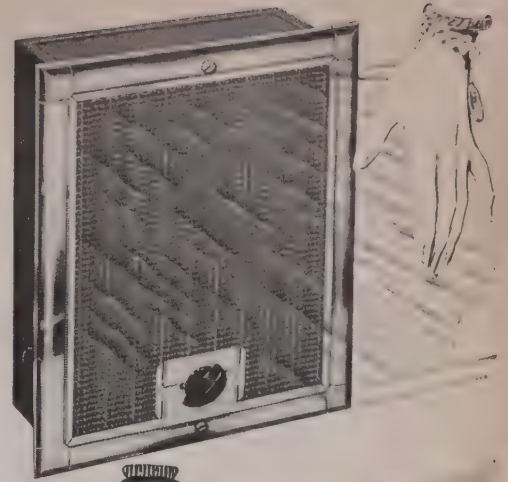
Regular and high impact corrosion-resistant, rigid polyvinyl chloride pipe is described here. You'll find tables of pipe sizes available, specific chemical applications, physical properties, temperature factors for various working pressures, support spacing and thermal expansion. Flow charts, installation instructions, pipe characteristics and fields of applications are also included.

714. Louvercraft Shutters and Doors. Louvercraft, Inc., Dept. HH, 1185 Second Ave., New York 21.

Here is a casebook of louvered doors and shutters in many styles and settings—all of which are bound to give you ideas for using them in your own houses.

715. Standard Bathroom and Shower Cabinets. Standard Steel Cabinet Co., Dept. HH, 3701-15 Milwaukee Ave., Chicago 41, Ill. 20 pp.

You'll find over 100 models of bathroom cabinets, more than 30 models of shower stalls in this catalog. Also included, a wide array of accessories. Specifications for the stalls and cabinets are given, and there are suggestions for assembly and installation.



Welcome
Heat Within
10 Seconds

with a

Broan electric
Wall Heater

You'll win the approval of women quickly with a Broan wall heater — fastest in the field. Welcome heat, fan powered, pours out within 10 seconds to make bathrooms quickly comfortable — or as auxiliary heat for nurseries or recreation rooms. Additionally, you'll like the fact that this efficient, compact heater

- builds into any wall, even dry wall, with only 1/4" grille projection
- saves time on the job with easy installation
- has bright nickel-plated grille or stainless steel grille for corrosion resistance
- is fully guaranteed by Broan — a leader in ventilating fans and electric heaters for over 25 years.

No wonder hundreds of thousands are already in successful service everywhere, helping smart marketers and contractors please customers with emphasized comfort. Call or write for complete information, and the name of the Broan distributor in your area.



Broan Electric Fan-Type Wall Heaters are available for manual or thermostatic control; 120 V, or 240 V, 60 cycle.

At top: Deluxe Model. 1500 watts; 5000 BTU per hour; bright nickel plated grille; wall box 10 1/4" wide x 13" high.

At left: Standard Model. 1200 watts; 4000 BTU per hour; mirror finish stainless steel grille; wall box 7 3/4" wide x 13" high.

Broan MFG. CO., INC.

Specialists in quality ventilating equipment for 25 years

924 West State Street
Hartford, Wisconsin

Near Milwaukee

continued on p. 226

“Pease Homes feature **TWINDOW**
for greater indoor comfort, added beauty and



Insulating Windowpanes

actual savings in heating and cooling costs,"



says JOHN W. PEASE, President, Pease Woodwork Company, Hamilton, Ohio

Pease Homes are recognized as homes of distinction. And one of the features that help to make them so is the installation of TWINDOW . . . the windowpane with insulation built in. A product of Pittsburgh Plate Glass Company, TWINDOW has been proved by builders all over the country to increase the sales appeal of any home. It has helped to make the builder's selling job easier.

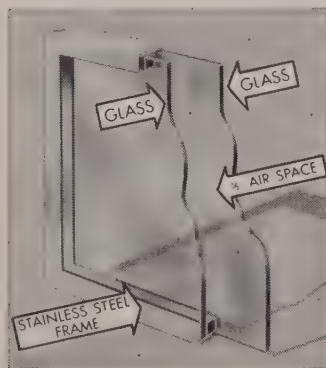
Buyers of new homes, as well as those interested in remodeling their present houses, know that TWINDOW keeps rooms cooler in summer, warmer in winter. They know that this "world's finest insulating glass" reduces cold air downdrafts at windows, cuts down on window steaming and icing, muffles outside noises, eliminates the need for storm windows, since it is "storm sash" in *permanent* form, and helps lower heating and air-conditioning costs.



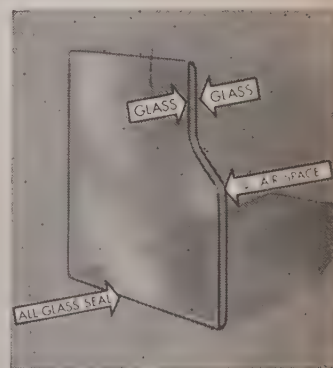
Furthermore, as Mr. Pease has discovered: "The cost of TWINDOW is about the same as that of single pane windows plus storm sash. And TWINDOW is easy to handle and install." For complete information on TWINDOW, write to Pittsburgh Plate Glass Company, Room 7313, 632 Fort Duquesne Blvd., Pittsburgh 22, Pa.



TWO TYPES OF TWINDOW®



METAL EDGE. Ideal for large windows and where maximum insulation is needed most. Constructed of two panes of $\frac{1}{4}$ " clear-vision Plate Glass, with a $\frac{1}{2}$ " sealed air-space between. Exclusive stainless steel frame means no bare edges to chip or mar. It means easier, quicker and safer handling, too.



GLASS EDGE. Constructed of two panes of $\frac{1}{4}$ " PENNVERNON® — the quality window glass—with a $\frac{3}{16}$ " air-space between them. The high insulating value makes these units ideal for modern window wall construction. Available in popular sizes for a variety of window styles.

Build it better with **Pittsburgh Glass**

See Sweet's Builders Catalog for detailed information on Pittsburgh Plate Glass Products.



PAINTS • GLASS • CHEMICALS • BRUSHES • PLASTICS • FIBER GLASS

PITTSBURGH PLATE GLASS COMPANY

IN CANADA: CANADIAN PITTSBURGH INDUSTRIES LIMITED

LAMINATED BEAMS

maintain original beauty



Westwood Estates, Strongsville, Ohio, architects Hart & Weiss. The natural warmth and beauty of the $2\frac{1}{2}$ " x 13" exposed Rilco beams add dramatic interest and distinctive appearance.

• • • • • No splitting,
warping
or twisting

"Exposed beam homes sold 6 times first day," report Hart & Weiss, architects on the Rilco Laminated Beam homes built for Westwood Estates in Strongsville, Ohio. These homes sell because their beauty is permanent. Rilco beams offer a fine machine finish and unlike solid timber, they will not split, twist or warp.

Individual plies of West Coast Douglas Fir are kiln dried to approximately 12 per cent moisture content before being glued into finished Rilco members—thus dimensional

stability and permanent beauty are assured—an important factor in selling any home.

Available in sizes difficult or impossible to obtain in solid timber, Rilco Beams can be flat, pitched or tapered for overhang. Erection is remarkably easy. Westwood Estates contractors, R. A. Koplow and I. W. Konigsberg found Rilco "plank and beam construction saved valuable time and money—it took only one hour to tilt up the post and beam frame."

Rilco laminated beams, arches are offering architects new latitudes in designing homes, churches, schools, commercial and industrial buildings. Built to precise specifications, they come on the job securely wrapped, ready for any wood finish. Rilco service engineers will gladly consult with you.

Write for information.



Contractors R. A. Koplow and I. W. Konigsberg erected these twelve Rilco post and beam frames in one hour. Pitched beams spaced 6' o.c. have a clear span of 21' 6" with a 3' 6" overhang.

RILCO
works wonders with wood

RILCO LAMINATED PRODUCTS, INC.
W-843 FIRST NATIONAL BANK BLDG. • ST. PAUL 1, MINN.

• District Offices: Newark, N. J.; Fort Wayne, Ind.; Tacoma, Wash. •



Roof deck also serves as finished ceiling eliminating purlins, joists, bridging, sheathing, lath and plaster.

for further details check numbered coupon, p. 230

716. Azrock Asphalt Tile and Azphlex Vinylized Tile. Azrock Products Div., Dept. HH, Frost Bank Bldg., San Antonio, Texas. 4 pp. each.

These two new catalogs, both in color, contain samples of the complete line, illustrations of typical installations, product characteristics, recommended uses and specifications.

717. Packaged Luxtrol. AIA File 31-F-25. Superior Electric Co., Dept. HH, 83 Laurel St., Bristol, Conn. 28 pp.

You'll get complete information here on features, ratings and data for this line of self-contained, packaged light-control assemblies. Variable auto transformer type units described are appropriate for installations which require dimming, brightening and blending of individual circuits up to a total rating of 6,000 to 15,000 watts from portable or fixed low cost equipment.

718. Revised Specifications, Supplement No. 1 for Gold Seal Floor and Walls. Congoleum-Nairn Inc., Dept. HH, Kearny, N.J. 22 pp.

Specifications cover two new products, Nairon deluxe vinyl and linoleum tile with fully saturated back, as well as existing products in the Gold Seal line. Care and cleaning of floors are also given importance here.

719. Viriden catalogs. John C. Viriden Co., Dept. HH, 6103 Longfellow Ave., Cleveland 3, Ohio.

Four new lighting fixture catalogs include one on residential fixtures, three on Viriden commercial and industrial fluorescent fixtures. In the residential catalog, you'll find pull-down fixtures, a new line of traditional ceiling pieces with matching wall and ceiling brackets, outdoor post lanterns, bullets, etc. You can get any or all of the catalogs by writing to the company.

720. Crane Plastic Pipe and Fittings. Crane Co., Dept. HH, 836 S. Michigan Ave., Chicago 5, Ill. 8 pp.

Technical information on pressure-rated plastic pipe and fittings is the subject of this new booklet. You'll find tables on pressure drop through plastic pipe, pressure-temperature ratings for different sizes and recommended pumping depths. Figures are given on Crane's three grades of polyethylene pipe: standard wall, 75 lb. and 100 lb. You'll find, too, pictures of plastic pipe installations, text on procedures. One page gives information on companion polystyrene fittings: 90° elbows, insert adapters, tees, couplings and fitting clamps.

721. Styrofoam Insulation Construction Details. The Dow Chemical Co., Dept. HH, Plastics Sales Dept., Midland, Mich.

This big portfolio contains scale drawings of comfort applications of Styrofoam to either wood or metal window installations, to a masonry wall at door opening, horizontal or L installation under a concrete slab, vertical installation on a foundation, in a crawl space, etc. Information on size, properties of the foam is given.

continued on p. 230

AMERICAN-Standard full line of Water Heaters

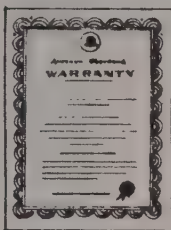
Now, for any size or price house—there's a performance-rated American-Standard water heater that gives up to 25% more hot water...

Here's real help in selling more homes in '57. Every water heater in this new line is performance-rated to give the exact amount of hot water needed in each house. This new concept in specifying the right water heater for each job means you can assure customers

"You won't run out of hot water".

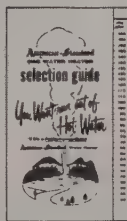
In fact, "You won't run out of hot water" is the slogan being registered with millions of people through extensive American-Standard advertising.

Home sales are easier with American-Standard Water Heaters because of



Full Line at Competitive Prices—American-Standard now offers gas and electric water heaters with both glass-lined and galvanized steel tanks. These include highly competitive models for tract homes.

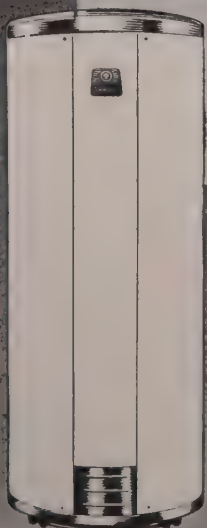
Service and Warranties—Direct service to homeowners for one year... warranties up to 10 years, give buyers greater confidence for quicker sales.



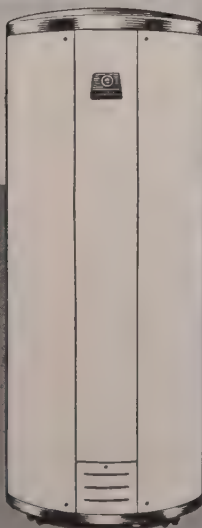
The Reputation—Many builders are now selling houses faster by taking advantage of the high consumer regard for the American-Standard name.

The Solid Support—Advertising and promotion to millions of consumers make buyers aware of the advantages of owning American-Standard Water Heaters.

3 ELECTRIC MODELS



Arcoglas
DELUXE



Arcosteel
Standard



Tabletop
DELUXE

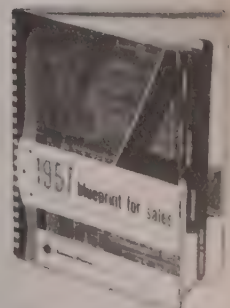
AMERICAN-Standard

PLUMBING AND HEATING DIVISION



"1957 Blueprint For Sales"

Call your American-Standard distributor or Sales Office, and be sure to check this action-packed kit for practical sales help in planning and selling homes—emphasis on selling—includes "how to" ideas on grand opening, advertising, publicity, signs, displays.



AMERICAN-STANDARD, PLUMBING & HEATING DIVISION
40 WEST 40th STREET, NEW YORK 18, N. Y.



Esther Williams
says:

**"Get Into This
Great
New Business
With Me"**

**Esther Williams Swimming Pool
DISTRIBUTORSHIPS OPEN
for Able Businessmen...**

Big profit opportunities in the booming swimming pool business with the largest organization in the industry.

New-Type, All-Concrete Pool—Sells as a package complete with all finest equipment. Exclusive features, Good Housekeeping Seal make sales easy.

Million-Dollar Promotion—Means volume sales for you. NBC-TV "Home Show"...full pages in Life, Better Homes & Gardens and other publications...sensational promotion tie-in with Pepsodent...dynamic local support.

And Esther Williams, Too!—The greatest name in swimming sets you up as the leader in your area as soon as you hang up your sign. Esther Williams is the magic name that gives you prestige, product identity and sales.

Action Now Gets Results Now—The biggest season ever is just ahead. You stock and sell our dealers in an exclusive area. Five-figure investment required for self-liquidating inventory, with profit potential of \$25,000 to \$250,000 per year.

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Small inventory gets you started. Installation so simplified it's no problem.

Make good profit this year—write now.

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Largest Organization in the Industry, Esther Williams,
President • 11 Court Street, White Plains, N. Y.



ESTHER WILLIAMS
SWIMMING POOL UNITS

722. Rilco Deck. Rilco Laminated Products, Inc., Dept. HH, First National Bank Building, St. Paul, Minn.

This new brochure gives factual information about properties, allowable loads, heat gain and loss co-efficients and specifications for cedar and spruce roof deck. Rilco Deck, available in nominal 2", 3" and 4" thicknesses, serves as sheathing, insulation and ceiling. Because it can support relatively long spans, regular joists and purlins are eliminated.

723. Decorative Hardware for Fine Interiors. H. Pfanstiel Hardware Co., Inc., Dept. HH, New York 21, N.Y.

You'll find here some truly handsome designs in bathroom towel bars, rings and tissue holders. A selection of cabinet hardware is as plain or as fancy as you could wish. Three pages of builder's hardware feature ornately handsome levers and knobs, but you can get them in nearly any period style you want. All designs shown are in decorative brass.

PRODUCTS AND PUBLICATIONS COUPON

For more information on new products and publications in this September issue

check key numbers below and mail to:

House & Home

Room 1021, 9 Rockefeller Plaza, New York 20, N.Y.

NEW PRODUCTS

- A. Omnia floor system ☐
- B. Squires "Backstop" gutter accessory ☐
- C. Glac ceramic bathrooms ☐
- D. Ingersoll-Humphreys bathtub ☐
- a. Mutschler self-storing ironing board ☐
- b. St. Charles swing-out shelf ☐
- c. Tappan surface cooking unit ☐
- d. Republic Steel utility cabinet ☐
- e. Aluminum window-plus-flange ☐
- f. Ludlow Papers Aluminum-Champ ☐
- g. Owens-Corning access tile ☐
- h. Breese prefabricated roof curb ☐
- i. Sewer-O-Matic standpipe ☐
- j. Cash-Stasher ☐
- k. Hamilton Teraise wall covering ☐
- l. Armstrong parquet linoleum tile ☐
- m. McKinney mailbox ☐
- n. Shujax Walking Scaffold ☐
- o. Windsor overhead door ☐
- p. Williamson Seal-Tite system ☐
- q. Gries nylon screws ☐
- r. Charles Machine Contour Scriber ☐

- 703. Del-Mar kitchens ☐
- 704. Coleman Co. merchandising kit ☐
- 705. Bulldog catalog ☐
- 706. Horn construction data handbook ☐
- 707. Richmond plumbing fixtures ☐
- 708. Apeco AutoStat ☐
- 709. Hyster trucks ☐
- 710. Westinghouse lighting book ☐
- 711. General Fittings catalog ☐
- 712. Tips for draftsmen, engineers ☐
- 713. Alpha Plastics book ☐
- 714. Louvercraft shutters and doors ☐
- 715. Standard Steel bathroom and shower book ☐
- 716. Azrock tile books ☐
- 717. Luxtrol catalog ☐
- 718. Congoleum-Nairn specifications ☐
- 719. Virden catalogs ☐
- 720. Crane pipe and fittings ☐
- 721. Styrofoam insulation construction details ☐
- 722. Rilco roof deck ☐
- 723. Pfanstiel decorative hardware ☐

PUBLICATIONS

- 702. K&M Insulpanel ☐

* For information about unlisted Technical Publications, see below.

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House & Home's servicing of this coupon expires Dec., 1957

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In addressing direct inquiries, please mention

House & Home

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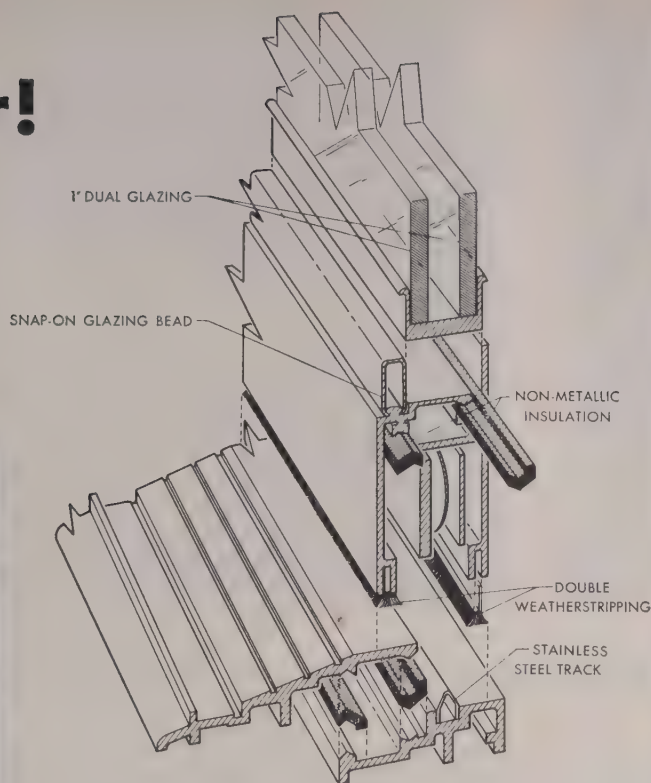
1 year, \$6 ☐ 2 years, \$8 ☐
US and possessions and Canada only

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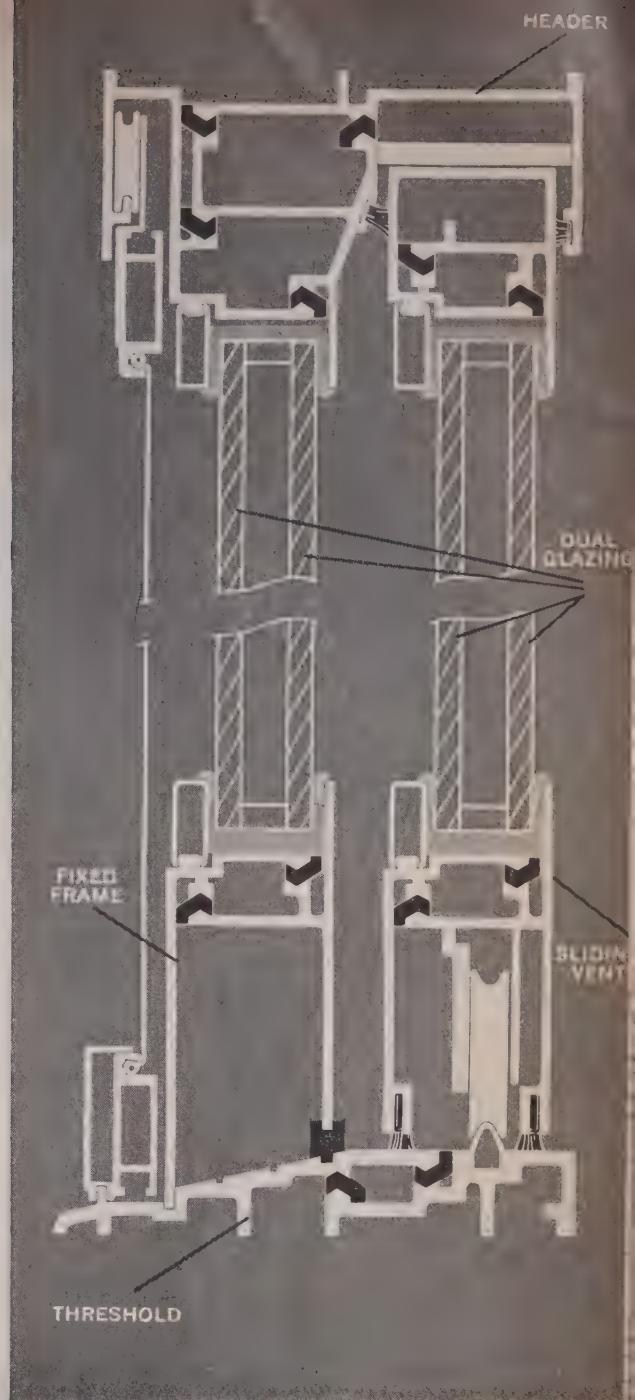
Signature

weather!



Secret of Ador Insulated Thermo Door is shown by this exploded view of threshold and sliding unit bottom rail. Black areas are non-metallic strips of insulation. They effectively seal interior metal surfaces from the outside. This restricts heat flow, reduces condensation. Note also double weatherstripping, inside and out.

Schematic of new Ador Insulated Thermo Door Features extremely heavy-duty extrusions, 1 3/4" o.d. hard brass sheaves with stainless steel bearings, alumilite finish, stainless steel track, custom hardware and many other advances.



This is a completely new kind of sliding glass door

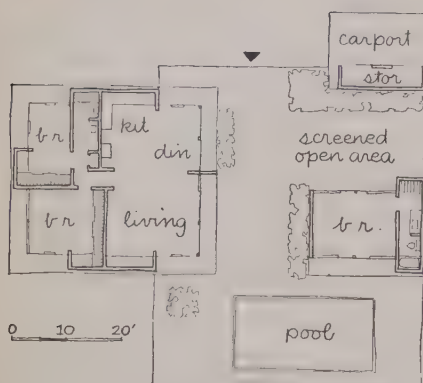
IT'S NEW because it's designed exclusively for use with 1-inch dual glazing. It extends the practical use of sliding glass doors to every climate, regardless of temperature or humidity conditions.

IT'S NEW because it's the first *insulated* sliding glass door. Each aluminum extrusion incorporates a non-metallic insulation barrier. Thus, each extrusion is actually *insulated, inside from outside*. Heat flow is reduced to an absolute minimum. This reduces the problem of condensation on interior metal surfaces.

IT'S NEW because it has the most effective weatherstripping ever devised for a sliding glass door. It's *double* weatherstripped, inside and out. It utilizes a special, silicone-treated, extra-long, hi-pile mohair weatherstripping.

These are but a few of the many advanced features of the new Ador *insulated* Thermo door. This is truly the first unit to apply the full benefits of dual glazing to sliding glass doors. Your inquiry is invited. Ador distributors and dealers have full information, or write factory direct: Ador Sales, Inc., Fullerton, California.

NEW *Ador* INSULATED *Thermo Door*



Now—a real Florida house from a merchant builder

Here is the Florida house that H&H has been talking about since July, 1954.

Rufus Nims has designed it for Conrad Builders in Miami. It sells for \$28,900 on a half-acre lot.

Five ways the Nims house points up H&H's advice:

- 1) The house is broken up into separate units—owner's house, guest house, carport and patio—so that every room is open to the wind on at least two sides.
- 2) Almost the whole wall area opens

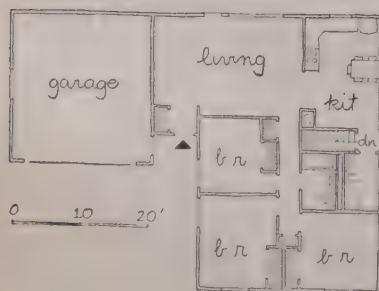
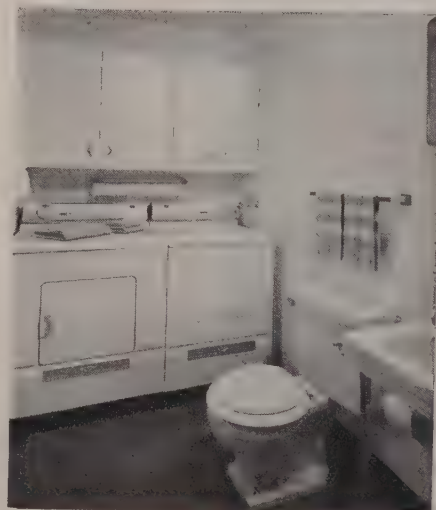
up. Nims has used swinging glass doors rather than the more common jalousies.

3) The walls are cheap, termite-free concrete block.

4) The house is fully screened—and a screened patio larger than the house itself connects the separate units.

5) Wide overhangs protect the walls from the hot tropical sun.

Nims has gone one step farther: the interior of his house is also wide open; kitchen has no walls, photo left above.



Harnischfeger shows new \$19,000 "Holly" model

Here is the new Harnischfeger pre-fab designed by Architect L. Morgan Yost, FAIA, Chairman of the AIA Committee of the Home Building Industry.

Among its features are: open planning, an extra large "wife-saving" kitchen, a combined half-bath-and-laundry

right next to the kitchen door, floor-to-ceiling closets providing twice as much storage, bigger windows scientifically arranged for better ventilation, heavy insulation in both walls and ceiling, wider overhangs, and solid core doors. Above right, the half bath-utility room.

Leaders continued on p. 236



Wood-Mosaic's Laminated Block Flooring Selected by Centex for their Elk Grove Village Homes

Centex Construction Company of Dallas, the largest home builder in the United States for the last two years, has selected Wood-Mosaic's Laminated Block as the flooring in their beautiful Elk Grove Village, located just northwest of Chicago.

Because the precise milling of Wood-Mosaic's *quality Laminated Block* means quick and easy installation, Centex has been using it for years for their hardwood flooring requirements.

Wood-Mosaic's amazing new "Diamond Lustre" finish will provide years of satisfaction for the home owners of Elk Grove Village. To Centex the prefinished Wood-Mosaic block means important time saving on each job.

At Elk Grove Village the Laminated Block is installed over plywood sub-floors. Centex has used hundreds of thousands of feet over concrete slab construction on their other fine projects.

You should use Wood-Mosaic Laminated Block on your next job. For complete details and the name of our representative, write today.

Wood-Mosaic

PARKAY Division
LOUISVILLE, KENTUCKY

Maker of the World's Finest Hardwood Flooring since 1883

**You Can't Shoot Par With ONE CLUB but . . .
ONE MACHINE does all your Photo-Copying Work**

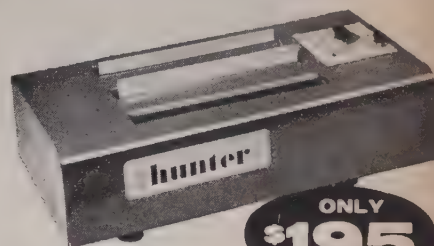


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HeccoKwik photo-copyists
Copy Any Mark on Any Paper

There's no limit to what you can copy with the Hunter Cub photo-copyist. Print it—type it—handwrite it—blueprint it—and the Cub will copy it just the same.

Facsimiles are clear, sharp, perfectly defined. You get a finished, dry copy in 30 seconds. The Cub works anywhere—no darkroom needed. With 20 minutes instruction, any girl can operate it. And Hunter's new Auto-Feed (optional) gives you a practically self running machine. Both the Cub and its papers are American made—no dependence on imports. Priced at only \$195, the Cub will pay for itself almost before you know you have it. It saves the time wasted when copies are typed—the money wasted when work is sent out. A demonstration will prove that you need this one-machine photo-copy department in your office now. Clip the coupon today!



This new low-priced Hunter model makes photo-copying a profitable investment for even the medium-sized office. All-metal, all-electric, built by the company that pioneered photo-copying in the U.S.A.

CLIP TO YOUR LETTERHEAD:



Hunter Photo-Copyist, Inc.
79 Spencer St., Syracuse, N. Y.
Gentlemen:
I want a Hunter Cub demonstration in my office.

for PATIOS • BASEMENTS • GARAGES •

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CONCRETE FLOOR PAINT

**dries dust-proof in 40 minutes
NEEDS NO ACID WASH!**

Decorates and preserves interior and exterior concrete floors, patios, primed wood porches and decks. Dries dust-proof in 40 minutes, walk-proof in an hour, traffic-proof overnight! Fast, easy application with brush, roller, floor brush. No special washes or etching needed. Non-flammable! Eight popular colors that wear like iron, last for years!



WASH
Using a detergent or tri-sodium phosphate solution.



RINSE
With clean water to remove washing solution.



PAINT
Using a handy, soft-bristle floor brush.

FREE 63-chip color chart

Featuring Luminall Concrete Floor Paint, Satin Luminall and Ready-To-Use Luminall, Luminall Satin Enamel, Outside Luminall Masonry Paint.

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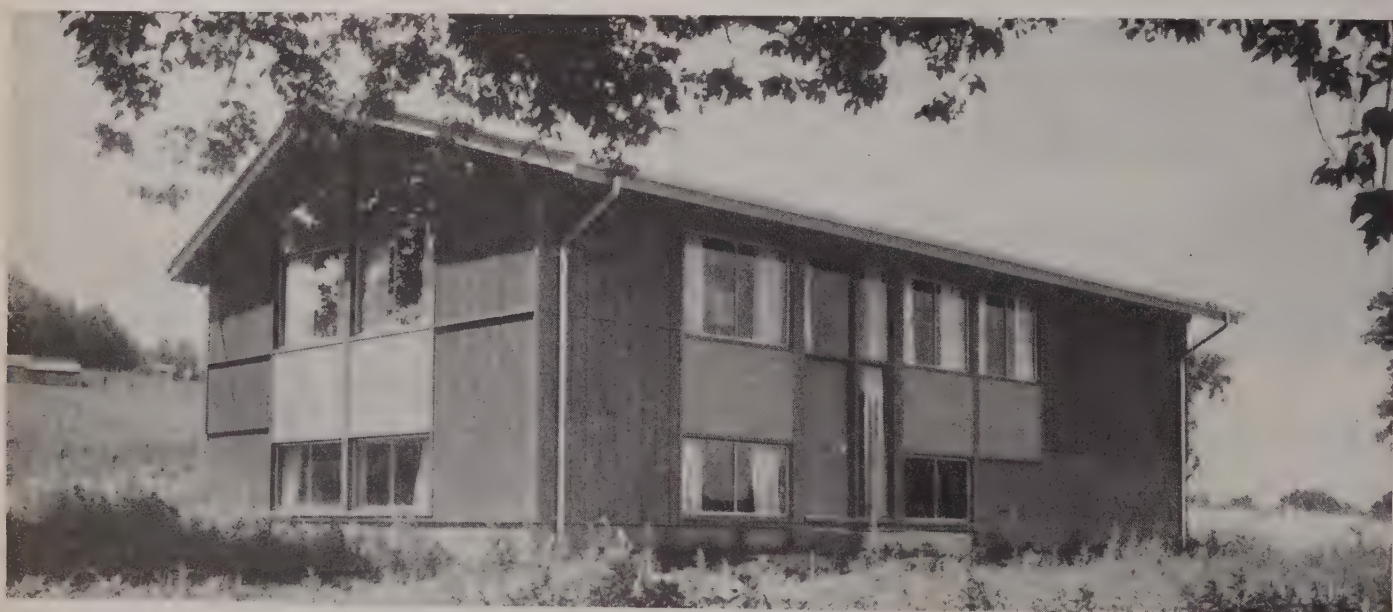


You can use sliding screens to divide space

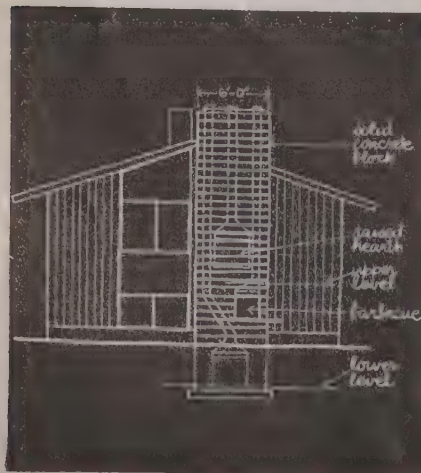
Two widely separated builders are finding the Japanese shoji screen a salable, inexpensive way to divide space. In his modern houses in upper-

bracket Harwood Hills, St. Louis Builder Burt Duenke uses \$40 shojis to let buyers close the dining area off from the living area if they want to, left.

In San Bernardino, Builder Gordon Fields uses a shoji to shield the open dining area of his Japanese transitional house, priced under \$20,000, right.



More glass sells more houses in New York's Westchester suburb



So say Builders Harris & Grant, who put their basements half above ground to get big basement windows.

Only three of the first 18 buyers took the option of a fireplace and outdoor barbecue for \$885 extra. The others preferred the 6' windows the fireplace blocked out on two levels. And ten of the 18 took the free option of glass gable ends in the dining room.

LEFT, how the optional 3-fireplace wall replaces a glass gable end in some models.

RIGHT, the light airy basement that results from raising living area floor level.



Leaders continued on p. 238



Heat Pump Installation

uses

SONOCO SONOAIRDUCT®

FIBRE DUCT



The perimeter heating-cooling system for this \$30,000 residence included a GE Weathertron heat pump and economical Sonoco Sonaairduct fibre duct. Lightweight, long-length Sonaairduct was easy to handle and level, thus saving time, labor and money in installation. By mitering the duct, all T-joints were made WITHOUT metal fittings.

Sonoco Sonaairduct is made especially for gas and oil fired loop and radial perimeter, slab-floor heating systems where the duct is encased in dense aggregate concrete. It is aluminum foil lined. 23 sizes — 2" to 36" I.D., up to 50' long. Can be sawed to exact lengths on the job. Free installation manual available.

meets and exceeds all

F.H.A.

criteria and test requirements for products in this category

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residence, Mount
Airy, N. C. Robert
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See our catalog in SWEETS...



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CONSTRUCTION PRODUCTS DIVISION

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5955 SOUTH WESTERN AVE.

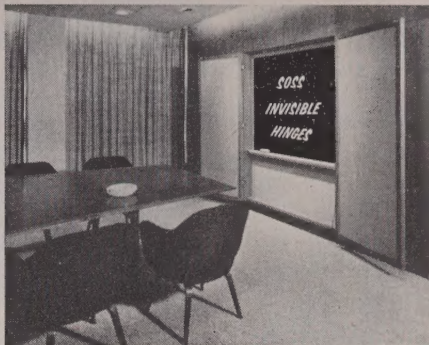
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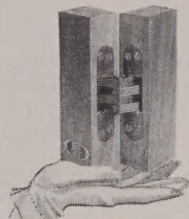
DISAPPEARING BLACKBOARD



now you see it ↗

The magic of Soss Invisible Hinges can accomplish surprising miracles for you, too! The Soss Invisible Hinge has no ugly, protruding hinge butt. It's completely hidden from view when doors or lids are closed. Use magic Soss Invisible Hinges to neatly hide your problems in this very stylish and modern manner.

NOW YOU DON'T ↘



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AUSTIN, TEXAS



SOSS MANUFACTURING COMPANY

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with their especial appeal to women, help make the sale. Decorative mouldings for cornices, chair rails, closet edges, door frames.

ANY KIND OF CUSTOM CARVING



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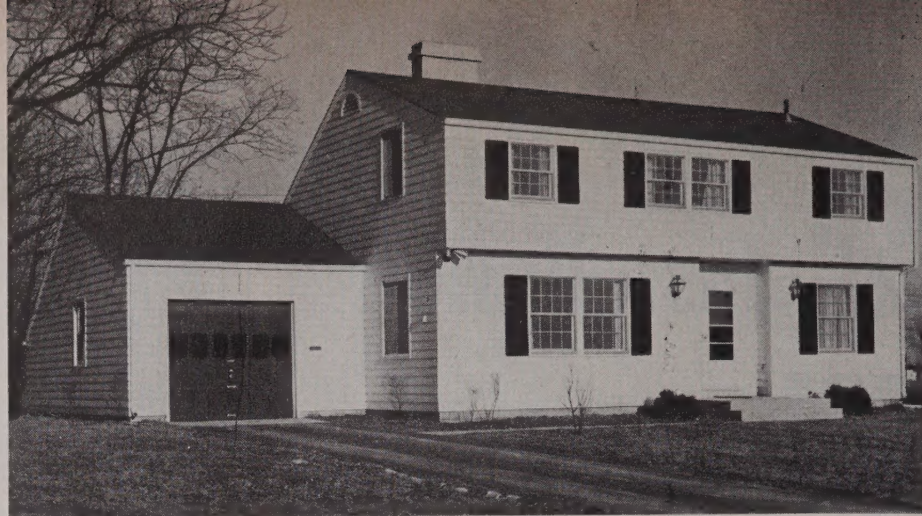
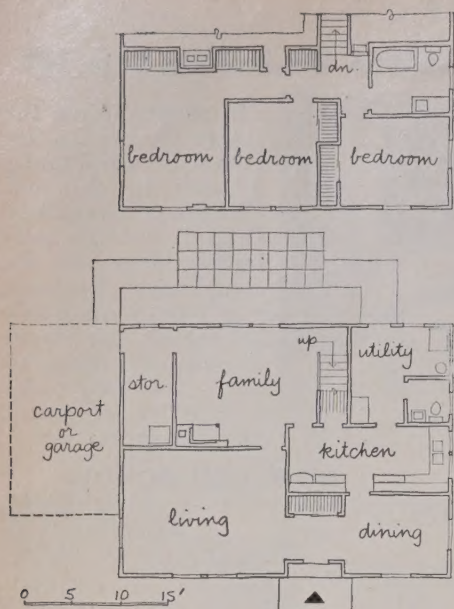
Please send new fully illustrated catalog BA 622.

Name.....

Firm.....

Address.....

City.....Zone.....State.....



New England colonial sells best in Lincoln Village

Lincoln Village in Columbus, Ohio, is selling more colonial houses than ranchers. Sales leader is the two-story "Stowbridge," 1,627 sq. ft. for \$18,900.

The house includes the living room, a family room, rear patio, fireplace, bigger-than-average kitchen, three bedrooms, two baths and a utility room.

Dick Hughes is test-selling his first all-brick house

Dick Hughes of Pampa, Tex. has a big new sales idea: an all-brick house.

"We never lost a sale because of design or price, but we know we lost business to brick. Many buyers seem to prefer brick because they want less maintenance."

Hughes will put up his first solid brick houses in Wichita Falls, Tex., and Bartlesville, Okla., two of the five towns he builds in. He will use a modular

brick, 3 1/8" high, 6" thick, and 11 5/8" long, made by Acme Brick Co., biggest in the Southwest. The brick has a row of holes along each long side and a dead-air cavity in the center.

"We know that we can beat the cost of a brick veneer or a frame house."

Hughes has big plans for air conditioning as well. He hopes to get a completely air-conditioned house down to the \$10,000 or \$11,000 price level.

National Homes changes stud size

National Homes has given up its long battle for the 2x3 stud; hereafter Jim Price will use 2x4's just like almost everybody else.

He explains: "We always used No. 1 or better 2x3's. They had to be absolutely perfect. But we found that by using construction-clear 2x4's we could save \$10 per home. Our studs now, as always, are kiln-dried fir."



In Detroit a concrete tile roof adds long-lasting good looks

"The roof is almost half of what people see from the street, so we decided to make ours look better."

So says Joe Slavik, who builds in five towns in Michigan. He tried Anza concrete tiles on 20% of his roofs in Livonia, found them so popular he will

put them on all 350 houses he is starting in Ann Arbor. The heavy tiles create dark shadow lines that have real eye appeal.

Cost? About \$200 more per house than asphalt shingles, but they save the \$15-\$20 cost of louvers to ventilate the

attic because "the whole roof breathes—you can see light all over."

Slavik says the tiled houses stay cooler in summer and for some reason he cannot explain keep warm in winter. "Best of all, a tile roof like this will last a lifetime."

Leaders continued on p. 240

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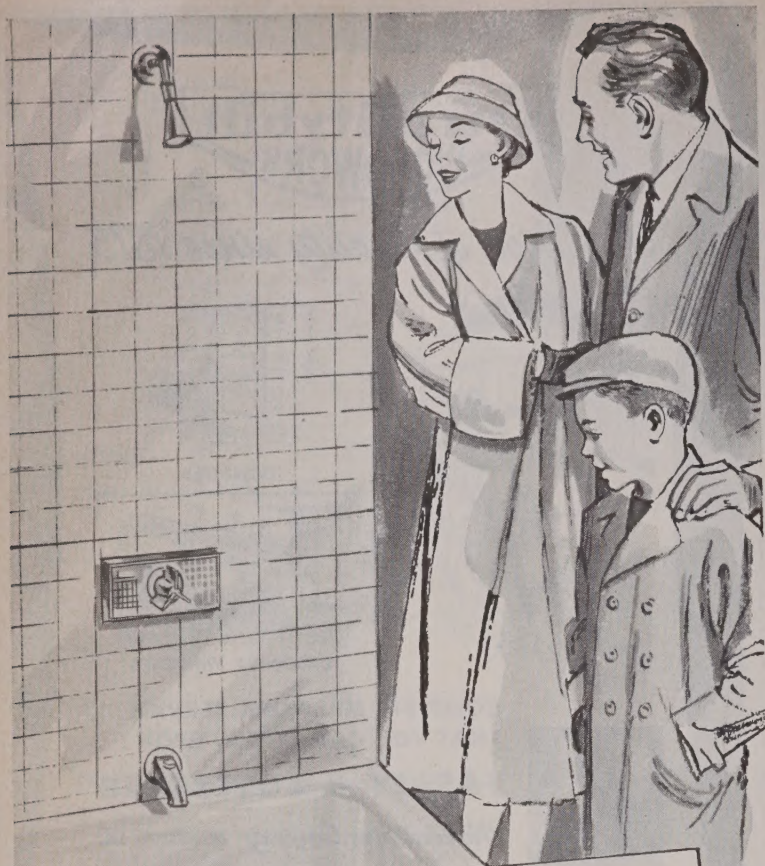
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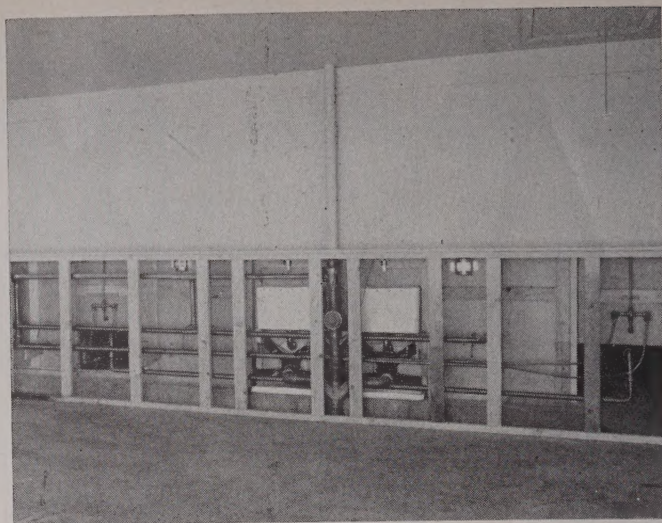
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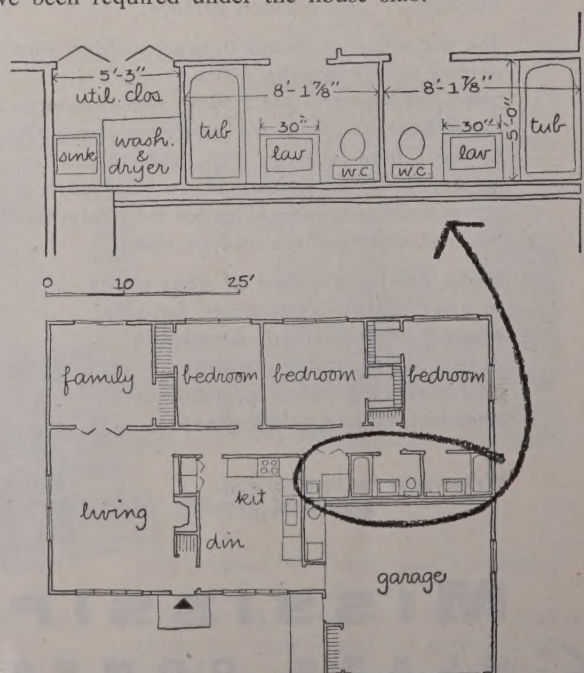
SCHMITT'S PLUMBING WALL fits neatly into the back wall of the garage after the house is up (see plan below).

How to make plumbing your last operation

This picture shows how Bob Schmitt of Berea, O., is using above-the-floor plumbing to speed up construction and cut his costs. He says it saves him more than \$300 a house because he is able to finish everything else before he calls in the plumbers.

Using the new Ingersoll-Humphries wall-hung toilet and end-drain tub (H&H, Mar., June, July), and backing all the fixtures for two baths, laundry, kitchen and hot-water heater against the garage wall, he installed all the pipes after he had finished even his interior painting. Reversing the usual plumbing order, he hung the fixtures first, and installed supply and drainage pipes later. The final step was to pour the garage floor over the finished water supply and sewer lines.

In addition to all the savings from better scheduling, Schmitt's plan enabled him to vent all his plumbing off a single stack; and his above-the-floor plumbing saved the cost of the heavy copper drainage lines that would otherwise have been required under the house slab.



PLAN shows one of the bath-utility options that Schmitt offers. Backing the kitchen on garage also assures a convenient entry.